

Three Bridal Styles You're Probably Overlooking



We've all met today's bridal customer. And I know we'll all agree when I say she isn't just any bride. Welcome to bride 2.0, right? She goes against the grain, lives through her smart phone, and doesn't take no for an answer. And she just asked you to show her and her entourage your trendiest engagements. Gulp. Where do you start?

Don't fret; Stuller has done the research. Our team has spent countless hours searching for what today's brides are after, and here's what we've found:

Bypass

When scouring your cases for the latest in bridal trends, don't *pass* this style up. History has officially repeated itself with the resurgence of the bypass style – with a new-age twist of course. These updated styles capture attention with asymmetry and a true retro feel. Not to mention that they touch on all the design features a bride could want – simple elegance, alluring and unusual diamond accents, and sculptural details.



Vintage

Old is the *new* new. Vintage hasn't been out of style for a while and it doesn't seem to be going anywhere anytime soon. Getting the vintage vibe from your shopper? Show her options with meticulous details like hand-engraving, floral elements,



delicate milgrain, and sculptural styles.



Two Tone

Your bride can't decide between white or yellow gold? Offer her items that feature a combination of the two. She'll appreciate the contrasting metals that often highlight design



details within the piece.



Now you're armed and ready. Her confident stride and millennial lingo don't scare you. You're the expert. You're the jeweler.

Which bridal styles are attracting the most attention in your store? Share with us in the comments section.