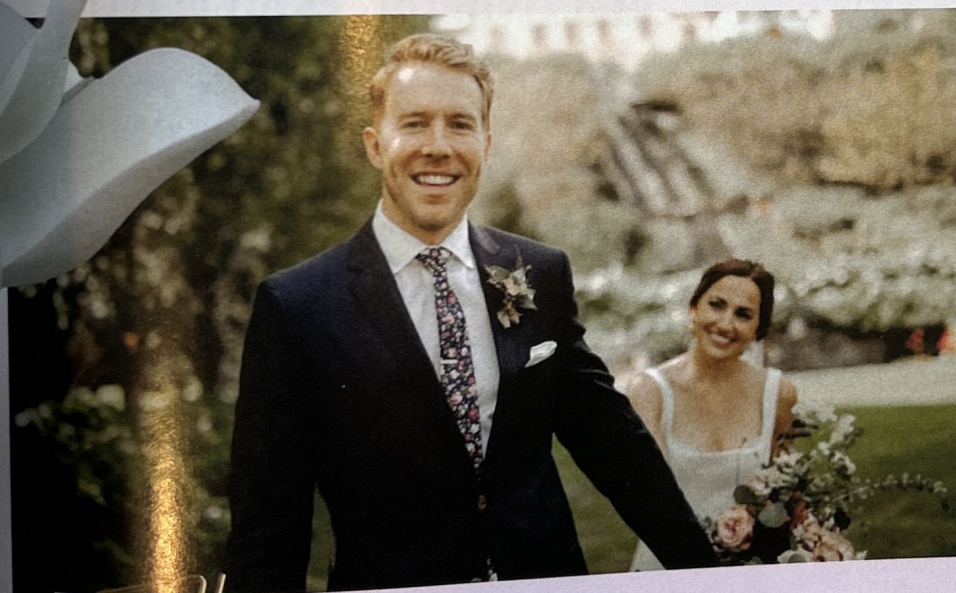


SECOND TIME AROUND GOWN

With the average bridal dress totaling \$1,800, according to a 2021 study by The Knot, the gown can eat up a good chunk of your budget.

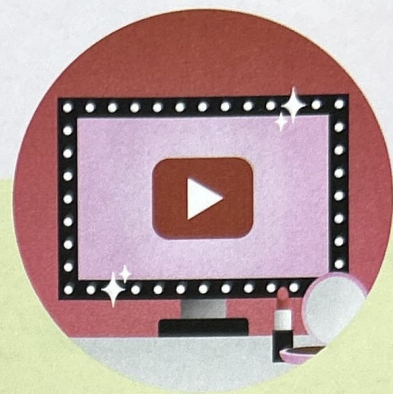
Broaden your search to previously owned – likely, worn once – wedding dresses and you’ll knock off a large portion of your costs. Pre-owned duds generally sell for 30%-60% of their original price, depending on condition and rarity, says Jessica Brittingham, owner of Milwaukee’s SPRUCED57 thrift and consignment store. Most local resale shops don’t often carry large selections of wedding dresses, she says, so an online search may be more fruitful. National shopping sites like Poshmark and *preownedweddingdresses.com* often have bridal and bridesmaid dresses available for as low as one third of their original price. Goodwill’s online selection – purchasable via a bidding system at *shopgoodwill.com* – can range from \$30 to \$350 for designer dresses.

Want to keep your search local? Nilsa Tremaine, of Milwaukee’s Tremaine Weddings, recommends joining a local Facebook community created for repurposing wedding items, including dresses. Her picks: Milwaukee Area Wedding Items for Sale and Wisconsin Wedding Center – All Things Weddings.



STRONG SUITS

While men’s wedding apparel costs generally don’t climb quite as high as women’s do, being mindful of how and where you’re spending money can ensure you’re getting the biggest bang for your buck. The cost to rent a tuxedo for a weekend can range \$100-\$250, but many wedding parties today are finding more value in purchasing suits (or tuxedos), rather than renting them. Off-the-rack suits can range from \$250-\$450 at retailers like Men’s Wearhouse and Jos. A. Bank. Custom suits individually tailored to your choice of color, style and fit up the cost, but can be a worthwhile investment. The Third Ward’s NL Suits offers custom options starting at \$495. *nlsuits.com*



I TRIED IT: DIY WEDDING MAKEUP

News flash: You don’t have to drop a couple hundred dollars on a makeup artist to achieve a fresh, flawless look on your wedding day. All it takes is a DIY wedding makeup tutorial video, some beauty products and a little practice, and even someone who usually wears very little makeup – me! – can look like a beauty queen. It was not only doable but fun!

I watched a video by YouTuber Allie Glines called “The PERFECT wedding makeup (& it’s all drugstore),” and I can see why it had 961,000 views – the look was beautiful and easy to follow. It’s soft, simple and natural, and if you want to do something more complex, a perfect base to add onto.

It took around an hour to complete, so I recommend grabbing a chair and a hand-mirror and getting comfortable as you dive in. I didn’t have all the brands she used, but I followed the techniques and suggestions she gave throughout. It turned out great!

Doing your makeup for your wedding day gives you control over details, and you can figure out which variations you like best. I recommend practicing a few times to make sure you feel confident and know exactly what you want for the real deal. – BRIANNA SCHUBERT