

# Kylene Hall Business Philosophy

Through the last couple years I've learned so much about wedding gowns through working as a bridal stylist and training to become a bridal seamstress. Something I've noticed is just how a bride blooms when her dress goes from being an unaltered and freshly made from the designer to being custom fit for her body. We as seamstresses have a heavy responsibility and honor to help take a dress and really turn it into that specific bride's dress for the most special day of her life. Through these lessons - both the fun and the hard ones, I've found that these points are definitely the most important to me as a new business woman and that will follow me for the extent of my career.

## I. Communication

-Communicating with your bride is one of the most important things you can do as a bridal seamstress. Being able to communicate her vision before you measure or cut anything is paramount. This helps give your bride (and potential guests she brings to her appointments confidence in you and your abilities.

-When communicating with your bride it is very important to also manage expectations, remember that you are the one with training and for people who haven't studied this area, they may believe that something is easier and/or more possible than it actually is. Educating your bride is everything!

## 2 Honesty

-Your bride's will always appreciate your honesty in the end. Sometimes a hard conversation about what you can/can't do, realistic timelines, and pricing will save you both a lot of stress in the long run! Even if the conversation is hard, the trouble you could end up in without it is far worse.

### 3. Confidence & Humility

-This goes very well with communication. As a bridal seamstress - and in my case, especially with being so young, the default for brides and especially their moms will be not to trust you with such an important garment. It is your job to ease those fears and being confident in your abilities and the training you've received is everything in that department. I've learned that explaining the process and any terms they may not understand does wonders and will leave them feeling much more safe to not only ask questions they may have, but also to leave the garment in your possession to begin with.

-Humility is just as important as confidence. Bragging, boasting, and promising things you can't promise won't get you anywhere but trouble. you can never be afraid or too proud to take a step back and know when something is out of your skill or comfort zone. This protects both your bride and her gown, and your reputation.

### 4. Love

-Something I learned quickly working in this business is the importance of covering your bride in love. Every single bride I've ever met has had some insecurity or another - and it never fails that those insecurities are not even in the top ten things I would have ever noticed about her. But to her, that one thing is everything. Taking the time to understand her fears and make an effort to make her feel heard and understood is everything.

-Remind her how beautiful she is. You have a bride in front of you in the most important garment of her life. Regardless of your personal opinion of the dress, always find positives and point out highlights of the dress, make her feel confident in not only her body but also her choice of dress.

This means everything to her and makes the experience a safe and comforting one.