



The wedding day. When all must be at its most glorious. And here, at Saks Fifth Avenue, our collections of gowns for the bride, the mother of the bride, and all her attendants are indeed the most glorious in luxury, in elegance, in design. Silhouettes born of tradition, mellowed through time, exciting in their presentation today, in beautiful satins, silks and laces. Do visit our Salon for the most perfect fashion for the wedding day, in the Bridal Salon...where we are all the things you are.

Somerset Mall, Big Beaver at Coolidge, Troy.

1981 brides have

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whole big business," said Maria Farrugia, general manager of Only You, Livonia.

But while she stocks some informal gowns for the second-time-around, many remarrying brides now prefer formal dresses.

"They're really going in for second weddings in a big way," she said, noting that white is even desired by some. "They're not toning it down at all."

New York bridal designer Ron LoVece this year added a line for the second and third wedding. The dresses have a little more sophistication and often have jackets for coverup during the ceremony and a dress for partying after.

"She doesn't want to look like a 20-year-old, but wants to feel like a bride," said LoVece, showing his new line at Sue Gordon Bridal Salon, Birmingham.

"And too, maybe this is a first marriage for her husband. He wants her to look like a bride."

1981, looking like a bride seems to be important.

A very traditional look is in this spring. And designers are accommodating with fuller skirts and more lace and embroidery. Most brides are choosing long gowns, some with trains, but tea-length is increasingly popular.

Jacobson's Rochester bridal show was a dream-themed affair of very romantic dresses, including a Southern Belle gown and turn of the century dress.

Bridal consultant Susan Shade said two big changes this year are full skirts with layers of netting underneath "like a hoop" and more embroidery than applique.

"So far this year, brides have been looking at old-fashioned styles, with hoops, ribbons and bows," said Only You's Ms. Farrugia. "I think they want to be feminine again."

Mrs. Meyer is just one bridal consultant who is relieved that couples are returning to tradition. "It used to be field and bare feet. That's passe now, thank goodness."

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