

The Custom Wedding Dress Risk-Reduction Checklist

QUESTIONS TO ASK BEFORE CHOOSING A CUSTOM BRIDAL
MAKER, TAKING MEASUREMENTS, REVIEWING A 3D PREVIEW,
AND APPROVING PRODUCTION.

Most custom gown problems do not begin in sewing. They begin earlier, when the wrong questions were never asked. This checklist helps you evaluate a custom bridal maker, prepare your design brief, take better measurements, and review your 3D preview before production begins.

INSIDE

- Choose a custom bridal maker
 - Plan your timeline
 - Build a stronger design brief
 - Review your 3D preview
 - Confirm delivery and approvals
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1. Before You Choose a Custom Wedding Dress Maker

Ask these questions before paying a deposit or approving a process.

- ☐ Does the gown start from my exact measurements or from a standard size chart?
- ☐ Will I see and approve the design before any fabric is cut?
- ☐ What does the design validation stage actually show: silhouette, neckline, waist placement, lace placement, and skirt volume?
- ☐ Is the 3D preview rendered on my body proportions or on a standard model?
- ☐ Will I receive front and back views before production approval?
- ☐ Who is the designer, and what are their credentials?
- ☐ What is the full production timeline, stage by stage?
- ☐ Are design changes and approvals documented in writing?
- ☐ What happens if the finished gown does not match the approved design?
- ☐ Who will I communicate with throughout the process: a designer or a customer service team?

Red Flags Before Paying a Deposit

- Cannot explain measurements vs. size chart
- No design approval stage before production
- Uses only a sketch for final approval
- Cannot provide a clear timeline
- Avoids putting changes in writing
- Says "don't worry, it will fit" without explaining the process
- No written policy if the gown differs from the approved design

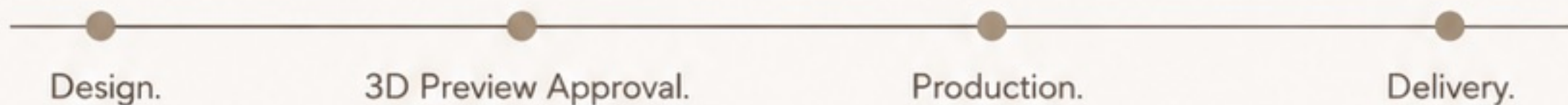
2. Your Wedding Date and Timeline

A fully custom gown is safest with time built in for design, approval, production, and finishing.

Wedding date: _____

Target approval date: _____

- I am starting the custom gown process 9 to 12 months before my wedding date when possible.
- I understand shorter timelines may be possible only if the design, materials, and production calendar allow it.
- I understand the four stages: design, 3D preview approval, production, and delivery.
- I have confirmed the maker's current lead time before booking.
- I have budgeted time for minor post-delivery alterations before the wedding.



3. Your Design Brief

The clearer your brief, the more accurate your preview and final gown.

- My wedding date and venue are confirmed and shared with the designer.
- My budget range is decided and communicated.
- I have gathered inspiration images showing what I love and what I want to avoid.
- I know which silhouette I am drawn to: A-line, mermaid, fit-and-flare, sheath, or ballgown.
- I have identified the exact elements I want: neckline, sleeves or straps, back detail, train length, and mood.
- I have noted anything I definitely do not want.
- I understand inspiration images are references, not production instructions.
- I know my fabric preferences: satin, chiffon, crepe, lace, tulle, or a combination.
- I have any fit concerns ready to share: petite frame, long torso, curvy figure, broad shoulders, asymmetry, or similar notes.

4. Taking Your Measurements

Measurement accuracy affects the avatar, the pattern, the proportion review, and the final gown.

A CUSTOM PROCESS CANNOT CORRECT VAGUE MEASUREMENTS WITH GUESSWORK.

- I am wearing the undergarments I plan to use on the wedding day.
- I am standing at the heel height I plan to wear.
- My posture is natural and upright.
- I have confirmed whether the maker needs vertical measurements, not only circumference measurements.
- I have measured bust, underbust, waist, hips, shoulder width, torso length, hollow to hem, and height.
- I have had someone help me measure.
- I have double-checked my measurements before submitting.
- I have noted any asymmetry or proportion concerns to share.

5. Reviewing Your 3D Wedding Dress Preview

“Do not approve a 3D preview only because the dress looks beautiful. Approve it because the design decisions are correct for your body.”

- The neckline lands where I expected in relation to my bust.
- The waist seam sits at my natural proportion point.
- The skirt volume feels balanced for my frame.
- The train length works for my height, heel, and venue.
- The lace scale feels right for my body size.
- The front and back views are both fully reviewed.
- The overall gown still reflects my inspiration once shown on my body.
- Any changes I requested are shown in an updated preview before approval.
- I have given written final approval before production begins.

6. Before and After Delivery

Know the difference between normal finishing and a major design mismatch.

- I have confirmed the delivery date and shipping method with the maker.
- I understand that minor finishing alterations are normal with any bridal gown.
- I have identified a local seamstress for post-delivery adjustments.
- I have tried the gown on as soon as it arrives.
- If anything differs significantly from the approved design, I will contact the maker immediately and in writing.

What Is Normal vs. What Is Not	
Normal Finishing Alterations ● Hem. ● Strap length. ● Small waist refinements.	Major Design Mismatch ● Wrong neckline depth. ● Wrong silhouette. ● Wrong back design. ● Wrong lace placement. ● Wrong train scale.

7. What To Keep In Writing

- Final measurements
- Design brief
- Inspiration references
- Approved sketch or design direction
- Approved 3D preview, front and back
- Requested changes
- Final approval confirmation
- Timeline and delivery date
- Alteration or remake policy
- Payment terms

Ready to see your gown before it is made?

Studio RÉN creates made-to-measure wedding dresses through bride-specific avatars, 3D gown previews, and custom design development. Start your custom wedding dress preview and review your silhouette, neckline, proportion, and design direction before production begins.

[Start Your Gown Preview](#)

studiorenofficial.com/preview-my-gown