

# The Ultimate Guide To Bridal Styles & Elegant Couture

A couture gown is one designed and tailored to you. It embodies your style, preferences and proportions perfectly. John Zimmermann Couture ensures the perfect silhouette, neckline and sweep for your shape and style.

Browse some of your options below, and then be sure to book in for a consultation with John Zimmermann to discuss all your options.

## Choose Your Silhouette

### A-Line



#### The Classic Silhouette

A timeless silhouette that widens from bust to hem, skimming past the waist to create the appearance of a capital letter A.

Perfect for most body shapes. Avoid if you have extremely narrow shoulders and wide hips.

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### Empire



#### The Regal Silhouette

Very slimming, as it's gathered at the narrowest part of your body which is under the waist. The raised waistline can give the impression of added height, while making the bust appear fuller.

Perfect for pear shapes.

### Ball Gown



#### The Cinderella Silhouette

A true fairytale style wedding dress, the ball gown silhouette has a fitted bodice and a full skirt often created with multiple layers to give a floating effect. Ideal for most body types, but can be overwhelming on petites with very small frames.

### Mermaid/Trumpet



#### The Glamorous Silhouette

The fit and flare silhouette, as it's fitted through the body and flares out at the knee or mid-thigh. This silhouette lends itself to an ultra-glam look and is ideal for brides wanting to emphasise their curves.

### Sheath



#### The Slim Silhouette

A narrow shape that flows straight down from the neckline to the hem. Ideal for lean frames, and athletic body types, it also works well for hourglasses looking to emphasise their curves. A versatile silhouette often seen in boho, vintage, modern, formal and informal events.

# Choose Your Neckline

## Straight Across



For brides wanting to bring attention to their shoulders, necklines and décolletage.

Perfect for full chested and pear-shaped women; avoid this style if you don't want to emphasise your shoulders or arms.

## Asymmetric



A bold and edgy neckline; the degree of slant can vary depending on the look you want to achieve.

Perfect for narrow shoulders and smaller busts.

## Sweetheart



A fairytale neckline that's low-cut at the front with two curved edges resembling the conventionalized shape of a heart.

Perfect for brides wanting to accentuate their décolletage; not the most flattering shape for smaller busted women.

## Jewel



For brides wanting a modern look, also known as the T-shirt neckline. The jewel neckline is round and sits at the base of the throat.

Perfect for brides with a smaller bust and slender neck.

## High Neck



A modern, sophisticated neckline.

Perfect for brides with a smaller bust and narrow shoulders, long neck and slim face.

## V Neck



A classic and versatile neckline that flatters most shapes.

This style draws the eye in, balancing out broad shoulders and thick torsos, and lengthening short necks.

## Off-Shoulder



Sitting below the shoulders to showcase a woman's collarbone and shoulders, with sleeves that cover part of the upper arm.

Perfect for women wanting to accentuate their shoulders, while covering the top of their arms. This neckline will look good on almost all figures.

## Queen Anne



A style that can be paired with long or short sleeves, perfect for traditional weddings. The Queen Anne hugs the neck closely with a sweetheart neckline.

Perfect for brides with narrow shoulders.

## Bateau



Gently following the curve of the collarbone, almost to the tip of the shoulders and is cut straight across so less of the décolletage shows. It can be paired with sleeves or without.

Perfect for brides with smaller busts. This style draws the eye out toward your shoulders to balance out wider hips, a narrow face, neck, or shoulders, and a smaller bust.

## Square



The shape of a square neck is great for busty women as it frames the décolletage without revealing too much cleavage. It is flattering, elegant and versatile.

Perfect for brides with narrow shoulders and big busts.

## Halterneck



A curve-enhancing silhouette, the halter features straps that wrap around the back of the neck, or a high neck with deep armholes.

Perfect for brides with wide shoulders as it draws the eye up and in, creating a balancing effect. Apple-shaped body types should be cautious of this neckline as it may make you appear to be even more voluptuous.

