

# Running of the Brides® FILENE'S BASEMENT

## Last Minute Tips for Success

**Friday, September 16, 2011 - 8:00am to 9:00pm**  
**Filene's Basement, One N. State St., Chicago**

### ***Thursday night***

- Drink lots of water
- Get a good night's sleep

### ***Friday morning, before you leave the house***

- Food is fuel--have a good breakfast
- Dress in a sports bra and bike shorts, leotard or swim suit
- Leave your handbag at home; you'll want both hands free for this
- Don't wear make-up—it might rub off on the dresses
- No jewelry—once a bride lost her engagement ring when it got caught on a lacy dress.

### ***Best time to arrive at the store Friday morning***

- If you want to be part of the 'rush to the racks' then you should be at the store by 6AM
- Otherwise, check out <http://www.filenesbasement.com/campaign/late.php> for good news about arriving later!

### ***At the sale***

- Be open-minded --try on whatever comes your way; if you focus too much on a specific style or label, you might just miss the dress of your dreams
- Remember, gowns usually run small; don't even look at size tags. Just eyeball the dress and if it's close to your size, try it on. It's rare that a gown is a perfect fit, but at these prices, you can have it altered and still come out ahead.
- Take a break if you get tired and cranky; grab some water
- Be considerate and play fair; **don't stockpile dresses**; grab what you can, go through the dresses quickly and give up what you don't want so other brides can get started.
- Take pictures and have fun! These memories will last a lifetime