



1,000 MEN VOTED!

So which dress did they love?

THE RESULTS OF THE BIGGEST-EVER BRIDES SURVEY ARE IN. PREPARE TO TAKE A PEEK INSIDE THE MIND OF A GROOM-TO-BE

SPARKLE

WILL, 35: 'I'm not a fan of a big, white dress. I think this one is sexy but still classy. Top marks.'

PRINCESS

IAN, 30: 'I think this style is what most women imagine their dress will look like. It's traditional, but not over the top.'

SLEEK

JAMES, 34: 'Modern and elegant. But still very much a wedding dress.'

Guys' view

During the run-up to your wedding day, a lot of questions will be robbing you of your beauty sleep. Will those super-snug Spanx be visible? How will we keep Uncle Terry away from the free bar? Are the swans too much?! And whether you've sorted your dress or have yet to find The One – this question is sure to go through your mind: 'Will *he* like it?' Well, why worry when you can know?

Brides commissioned a huge guys-only survey. We asked the savvy men at GQ.com and wired.com; we quizzed friends and partners. We even hit the streets of London in our biggest vox-pop yet to find the answers to the all-important questions about your dress and the big day. 1,000 men gave us their thoughts and it turns out that they've got some pretty strong opinions.

'My philosophy is "less is more",' said one of our voters, Immy. 'If my bride is a stunning girl, she'll stand out regardless.' Meanwhile, other men see themselves as traditionalists: 'Considering my grandparents would be present, the dress shouldn't be over the top,' said Nico. 'It should show just a little bit of cleavage.' Despite these differences, one of these dresses stood out as the clear winner...

FROM FAR LEFT

SPARKLE: Dress, £450, coast-stores.com.
Headpiece, £265, janetaylormillinery.com.
Earrings, £76, jonrichard.com. **Bracelet,** £9.95, whatsabouttown.com. **Heels,** £189, Benjamin Adams at paradoxlondon.com
PRINCESS: Dress, £1,600, Augusta Jones at whitemischiefbridal.co.uk. **Hair slide** (just seen), £30, Matthew Williamson at debenhams.com. **Bracelet,** £261, Peter Lang at barberinifashion.com
SLEEK: Dress, £1,690, Gemy Couture.
Headpiece, £25, bee-smith.co.uk. **Earrings,** £76, Stephanie Browne at barberinifashion.com.
Crystal cuff, £250, jennypackhamshop.com
LACE: Dress, £1,800, Katya Katya Shehurina. **Earrings,** £58, butlerandwilson.co.uk. **Ring,** £8.50, Ribbon & Asher at dorothyperkins.com.
Shoes, from £360, emmyshoes.co.uk
SHORT: Dress, £1,738, bluebridalwear.co.uk.
Headpiece, £425, jennypackhamshop.com.
Heels, £395, jimmychoo.com

LACE

NICHOLAS, 26: 'This dress is the closest to my idea of what a traditional wedding dress looks like. Pretty and feminine.'

SHORT

JOSEPH, 27: 'It's very girlie but isn't very bridal, which I really like. It would suit someone who is fun and relaxed.'

TURN THE PAGE TO
FIND OUT WHICH DRESS
GOT THE MOST VOTES...

HERE'S WHAT THE GUYS said...

Q WHICH WORD DESCRIBES YOUR PERFECT BRIDE?

- 44%: **Stylish**
- 20%: Understated
- 16%: Traditional
- 14%: Glamorous
- 6%: Virginal

'Your wedding shows your taste, who you are and what you stand for,' says Chris Moorby, of menswear blog [stitchedandstitched.com](#). 'Your friends and family will be judging that all day long. Perhaps glamour doesn't fit in with the way people are thinking right now – it's much more about being understated and authentic.'

Q HOW MUCH IS AN ACCEPTABLE AMOUNT FOR YOUR BRIDE TO SPEND ON HER WEDDING DRESS?

45%: £1,000-£3,000. **If it's dress vs honeymoon, she wins every time (aww!)**

24%: £500-£1,000
It's one day, why go mad?

23%: £3,000-£5,000
Extravagant but worth it

5%: £5,000-£10,000
We'll replace the car next year

3%: £10,000+
She deserves to feel amazing on her big day

Q WHICH OF THESE FIVE DRESSES WOULD YOU CHOOSE FOR YOUR BRIDE?

- 35%: **Sleek**
- 21%: Lace
- 15%: Short
- 16%: Princess
- 13%: Sparkle

Men told us that when it comes to the dress, simple is key. An evening gown-style frock came top of the poll. Why? Because apparently guys favour the unfussy, flattering and, well, familiar. The chances are he's seen you in something like this shape before. 'We might be fed a diet of scantily clad girls,' says stylist Tom Stubbs, who's planning his own wedding. 'But actually blokes are quite straightforward at heart – and they like a bit of romance. In the end, it's all about the girl and what suits her.' And Tom speaks for many of the guys we interviewed. What came across most was that he just wants you to have the dress of your dreams – yes, even if it means downsizing the honeymoon...

Winning stats

DESIGNER: Gemy Couture
COST: £1,690
MEN SAID: 'It's got a nice shape and it's not too fussy – it's the kind of dress I can imagine my fiancée wearing.'



Q WHICH OF THESE CELEBRITY BRIDES, IN YOUR OPINION, LOOKED THE BEST?

44%
The Duchess of Cambridge – the all-time classic bride

22%
Luisana Lopilato (aka Mrs Michael Bublé)

16%
Kate Moss, with her ethereal, vintage look

9%
Rock-chick rebel bride Gwen Stefani

9%
Glam footballer's wife Abbey Clancy

When asked to choose between five of the most headline-hogging dresses, the men we surveyed didn't go in the direction we predicted. 'I'm very surprised – I would have thought they'd go for Kate Moss's dress,' says blogger Chris Moorby, whose own wife went for a vintage-style lace gown. 'Maybe it's because men want the woman they marry to be a little more elegant on her wedding day.'

It seems they couldn't detach the celebrity personality from the dress they were wearing. Men are united on several things – keep it relatively simple and not a million

miles from your usual style and you can't go wrong. They're easily intimidated, as James, 38, confesses: 'Anything too big or bling can be a bit scary. She might get lost under all those layers or sparkles.' They know what they love: 'Something cool, pretty and stylish. But most importantly it has to be *her*,' says Andy, 33. And they know what they don't want to see: too much slap and sky-high heels (more on that later).

So, our best advice? To wear what *you* want because if we've learnt one thing it's that men don't love surprises – they love you! →

REAL MEN, real honesty!

Seven brave guys tell us what they're really thinking about their wedding...



Q How often do you think about your future wedding?

A 'I've recently started thinking about what my own wedding will be like, only as all three of my brothers got married this year. Men talk about many intellectual things down the pub, but weddings isn't one of them.' *Nico, 26*

Q How important is your appearance?

A 'Very! Your wedding day only comes once (hopefully!) and you need to look your best for those wedding photos and the video. You want to look back when you're old and grey and see how you were in your heyday.' *Harmee, 30*



Q How much would you spend on your outfit?

A '£2000+. I'd go for a three-piece bespoke suit. Well, you want to look awesome! Plus, it would last. How would I justify the price? By only getting married once!' *Brendan, 31*

Q Have you ever cried at a wedding?

A 'I have. I cried because it was two very close friends who I'd introduced. They are a fantastic couple. I knew how special their wedding day was to them.' *Kevin, 32*

Q What do you think was the best moment of your wedding?

A 'It was the moment that I kissed my new wife - even though we'd kissed a hundred times before, something about it just felt different (in a good way)!.' *Tom, 34*



Q What are your thoughts on diamond bands for men?

A 'I think it's very cheap looking. I'm more of an understated kind of guy!' *Immy, 30*

Q What are your expectations of married life?

A 'I think it's stupid to assume that life will be dramatically different after the wedding, but there's something special about knowing you're tackling the world together as a team.' *Simon, 29*

His 5 aisle-style PHOBIAS...

We asked: 'Which of these five things do you NOT want to see on your bride?' Plus, our pros show you how to avoid any 'wish I hadn't' moments

A DIY FAKE TAN GONE HORRIBLY WRONG: 74%

For at-home success, follow these tips from A-list tanner James Read: 'If you want a product that suits your skin tone and doesn't overpower it, do a patch test first. Always use a tanning mitt to apply self-tan and then leave it on for four hours to achieve a weekend-away glow, eight hours for a week in the French Riviera, or sleep with it on for the two-weeks-away look.' Try Gradual Tan Body, £24.50, James Read.

A HAIRSPRAYED, HELMET HAIRDO: 47%

George Northwood, stylist at celeb salon Josh Wood, on how to avoid hairspray hell: 'A look that lasts is all about the preparation - you don't need a lot of product. If you're wearing it down, a good blow-dry will give it hold. If you're wearing it up, backcomb it then smooth over the top with a Mason & Pearson brush. A light mist of hairspray is enough.' Try Colourstylist, £15.85, pureology.com

MORE MAKE-UP THAN THE TOWIE GIRLS ON A NIGHT OUT: 67%

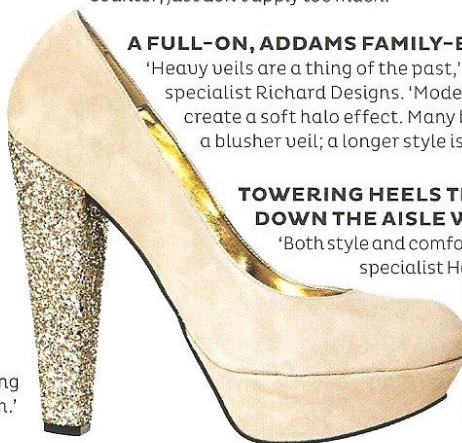
'Pick a make-up look your other half is used to seeing you in and enhance it slightly,' says make-up artist Sarah Brock. If you usually go for natural eyeshadows, for instance, stick with them, but add a pop of liner and individual lashes to make it more special - strip lashes are too doll-like. Get your foundation professionally matched at a make-up counter; just don't apply too much.'

A FULL-ON, ADDAMS FAMILY-ESQUE VEIL: 42%

'Heavy veils are a thing of the past,' says Louise Dicks of veil specialist Richard Designs. 'Modern styles are finer and designed to create a soft halo effect. Many brides don't cover their face with a blusher veil; a longer style is ideal to enhance a plainer gown.'

TOWERING HEELS THAT MEAN SHE CAN'T WALK DOWN THE AISLE WITHOUT WINCING: 41%

'Both style and comfort are key,' says Ruth Shaw of wedding shoe specialist Harriet Wilde. She advises against the old ballet-pump switcheroo. 'Don't change into flats - your dress will be the wrong length. Rather buy good quality, comfortable shoes with padding and maybe a platform (left). I recommend a three-inch heel - still elegant but comfortable.'



AND THE 5 THINGS HE DEFINITELY WANTS TO SEE...

Married man and hopeless romantic Chris Bell reveals all

1 YOU, BEAUTIFUL

Forget that curmudgeonly, nonchalant male attitude we've displayed for months, and know this. The moment you step down the aisle (or non-traditional equivalent) is going to live with us for the rest of our lives too.

2 YOU, RELAXED

One year of planning, fittings and spreadsheets - and finally, your

beaming smile. With the liberating realisation that even if something does go wrong, there's not a damn thing you can do about it.

3 THE FLOWERS ARRIVING

Funny how, in our bride's head, the success of the entire wedding (and therefore our mutual happiness) can hinge on just a few tiny details. Such as the weather or the quality of the wine. Or here: the timekeeping of a florist. If it's important to you, it's on our radar too.

4 DECENT ENTERTAINMENT

Because booking a DJ/band/quartet/ceilidh fiddler was the only thing we had to do (other than turn up in a suit) - so it'd be a pretty poor show if it failed to get the reception 'started'.

5 OUR MUM, CRYING

In a good way, mind. Because, by dint of us marrying a real, live, non-digital girl, she can stop fretting about us. It's our belated gift to our parents: look, ma - I've finally grown up! **B**