



*Margot Silk Forrest*

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## Frequently Asked Questions

### What Do You Do?

Silk Forrest Bridal creates gorgeous custom-embellished shoes for brides, bridesmaids and flower girls, as well as mothers of the bride and groom.

All of our shoes are one-of-a-kind, designed specifically to suit your personal taste, your wedding dress, and the style of shoe you want to wear.

We love to incorporate materials that have **deep personal meaning** to you, such as:

- Family heirlooms like bridal lace, jewelry, or buttons
- Vintage jewelry
- Personal treasures, like charms or locket
- Words of love spelled out in beads or calligraphy

We also like to use **couture embellishments** such as:

- Hand-dyed lace
- Genuine pearls
- Swarovski crystals
- Rhinestone chain
- Hand-rolled silk roses
- Embroidered appliqués
- Venetian glass beads

We also custom-paint shoes in lovely pastels, florals, metallics, or with our own **custom glitter**, which does not shed.

### How Long Does It Take?

We like to have two to three months to create your shoes. If you are in a rush, we can usually get them ready in a month. If you need them faster, there's a rush charge of \$50.

### What Does It Cost?

Obviously, the price varies depending upon the cost of the embellishments that you've chosen and how much time we spend creating your shoes. In general, our prices range from \$100 to \$300.

## **Do You Actually Make the Shoes?**

No. The bride purchases a pair of shoes that she loves – and that will make her feet happy throughout her ceremony and reception – and we turn them into breathtakingly beautiful bridal shoes. The shoes that clients bring us can be any color and made of any material – leather, manmade “leather,” satin, crepe, even plastic or rubber, like flip flops. (The only exception is Crocs and jellies – we can add fabulous embellishments to them, but we can’t change their color because paint will not adhere to them. If you want to wear Crocs or jellies to your wedding, just buy white ones and we’ll go from there.)

## **What Does the Bride Have to Do?**

Once the bride has chosen her dress, she calls me at 805-771-9522 or an appointment to visit our design studio in Morro Bay (along with a friend and/or her mother, if she chooses). She brings with her a picture of her wedding dress.

We show her samples of the many different bridal shoes we’ve created, and together we look through our amazing collection of imported and couture embellishments to see what she likes.

For people on the Central Coast who can’t make the trip to Morro Bay, we will come to them for a travel fee of \$20 (\$25 for outside San Luis Obispo County), which will go toward their purchase, if they order shoes from us. The reason for this fee is so we don’t have to pack up all our sample shoes and embellishments and take them to show to people who aren’t serious about working with us.

If for some reason the bride is unable to meet with us in person, we can work via email and phone. We have done this many times and it is surprisingly successful!

Once we have agreed on a shoe design, we work up the cost, and the bride leaves us a deposit of half the agreed amount. The remainder of the payment is due when we deliver the shoes.

## **What If I Don’t Want Fancy Bridal Shoes?**

No problem. We can do bridal boots, sandals, running shoes, even flip flops. We want you to feel beautiful *and* comfortable in your Silk Forrest Bridal Shoes.

## **Do You Dye Shoes for Bridesmaids?**

No! We do something much, much better! We apply permanent, non-shedding glitter in any color you want.

We also do shoes for flower girls and for bridesmaids. One big advantage of our doing the bridesmaids’ shoes is we can add identical embellishments or glitter to several different styles of shoes, so each bridesmaid can wear a style that’s comfortable and appealing to her, yet the shoes will still “match.” What’s more, they’ll be shoes your bridesmaids will want to wear again and again for special occasions, unlike those overpriced and dyed satin shoes most bridesmaids have to buy.