



JLM COUTURE FLAGSHIP SALON



EAST SIX

DRESS SHOP

LOS ANGELES WINNER:
JLM Couture Flagship Salon

Known for: Attentive and personal service and a beautiful, modern space on Robertson Boulevard, which showcases JLM's labels, including Hayley Paige, Lazaro, Jim Hjelm and Tara Keely.

FINALISTS: LOVELLA BRIDAL * MONIQUE LHUILLIER FLAGSHIP SALON * PANACHE BRIDAL

ORANGE COUNTY WINNER
Mon Amie Bridal Salon

Known for: One of the largest selections of bridal gowns on the West Coast, featuring innovative and stylish gowns from designers ranging from Alvina Valenta to Berta to Stephen Yearick and others

Wedded wisdom: Because choosing a dress can be overwhelming, Danielle Keller says Mon Amie's staff guides each bride through the process by "dialing into each bride's personal vision."

FINALISTS: BLUSH BRIDAL COUTURE * THE WHITE DRESS * ERIN COLE COUTURE BRIDAL SALON

CENTRAL COAST WINNER
Panache Bridal

Known for: One of four branches in Southern California, the Santa Barbara boutique offers a range designers, from the French-based Cymbelline to elegance by Romona Keveza.

FINALISTS: A HEART'S DESIRES * CAMARILLO BRIDAL * NORDSTROM'S WEDDING SUITE IN WESTLAKE

CUSTOM DRESS DESIGNER

SOUTHERN CALIFORNIA ALL-REGION WINNER
R-Mine Bespoke

Known for: One-of-a-kind couture bridal gowns designed by fashionable Studio City-based Armine Ohanessian that meld timeless and elegant designs with a modern edge and old-fashioned quality workmanship.

Wedded wisdom: "When choosing a custom dress design, the most important thing to take into consideration is the bride's personality," explains Ohanessian. "We want to make sure that it represents her, but that you don't 'lose' her in the dress. It is also very important to consider each aspect of the wedding. What is the venue? What size wedding? Is there a theme? Are there traditions that need to be followed? These are all things that play a huge role in choosing the right dress."

FINALISTS: ALINA PIZZANO * KIRSTIE KELLY

HAIR AND MAKEUP

LOS ANGELES WINNER
Makeup Therapy

Known for: Helping clients feel organized, beautiful and informed through the art of personalized makeup application and its therapeutic benefits.

Wedded wisdom: "Look at bridal magazines like *California Wedding Day*, and others like *Bazaar*, *InStyle* and *Vogue* for inspiration," says Tara Dowburd. "Showing images helps

us see what a client thinks is beautiful."

FINALISTS: BLUSHINGTON MAKEUP & BEAUTY LOUNGE * SYMMETRY BEAUTY BY NYRHE * BETSY DIFRANCESCA

ORANGE COUNTY WINNER
Design Visage

Known for: Specializing in the unique beauty needs of brides and their bridal parties to help bring the desired style to life.

Wedded wisdom: "It does not matter what the look of the season brings, you need to be comfortable in your look," says owner Caren Lazarus. "Perhaps a softer version of a dramatic style or just be you—nude gloss, golden cheeks and a fresh eye is always in."

FINALISTS: FLAWLESS FACES * VANITY BELLE BEAUTY BOUTIQUE * KACEE GEOFFROY HAIR AND MAKEUP

CENTRAL COAST WINNER
Team Hair & Makeup

Known for: Creating beautiful, Hollywood-worthy looks so that each bride is red-carpet ready for her big day.

Wedded wisdom: "Go with what feels right. Wear your hair in a style that is familiar and comfortable. Not a makeup girl? Ask your bridal stylist to go natural and show photos of what natural means to you," advises Team's creative director Mar Romero. "Just be yourself and confidence will follow!"

FINALISTS: ARCHITECTURE * KIM & CO. SALON * BETSY DIFRANCESCA *