

27 Dresses is a hot bed for great feature ideas. Here are some ideas to get you going:

FEATURE IDEAS

- **Girls that can't say no.** It's Jane's downfall and true of many of us.
- **How to learn to say no when you need to.** How to be assertive and how to empower your life.
- **Secret Love** - women who suffer it, why and whether it's possible to come out of the closet.
- **Love Triangles** - what to do when you and your sister/best friend fall for the same man.
- **Are you a people pleaser?** If you put everyone else's needs before your own, if you have no boundaries - it's time to wake up and smell the latte. We show you how.
- **Sisters are doing it for themselves** - case studies of how siblings can be complete opposites with contrasting values and conflicting personalities.
- **Ties that bind** - after the loss of a parent in early childhood, look at how siblings take on parental roles with each other and how this affects their relationship and future relationships.



WEDDING FEATURES

- **Crazy proposals** - on top of mountains, under water, sky-diving. There are people out there who've done it.
- **Peoples favourite moments at weddings** - those guaranteed to make you, the reader, cry.
- What to do when your sister or friend steals your own dream wedding - **selflessness v selfishness**. Revenge can be sweet.
- **Always the bridesmaid, never the bride** - true stories/case histories of serial bridesmaids.
- **The worst bridesmaids dresses** of all time. Found by you or submitted by readers.
- **Celebrity weddings** - what the A list make their bridesmaids wear.
- **Fashion feature** - The best bridesmaids dresses for Spring/Summer 2008 - detailing the top 27 dresses this season.
- **10 steps to choosing the right bridesmaids dress** - a guide for brides; how to factor in your friend's shape and size to guarantee she looks and feels good [though not quite as good as you].
- **How to stop being a serial bridesmaid** - for serial bridesmaids on the mend; how to blind date/internet date/speed date - get a life!
- **Following a journo** in the bridesmaid dress from hell as she goes through her normal day - on the bus, down the supermarket, in the pub - garnering responses which shall ultimately be presented to the bride in question for feedback. 'See what you did to me!'

??
Or this?

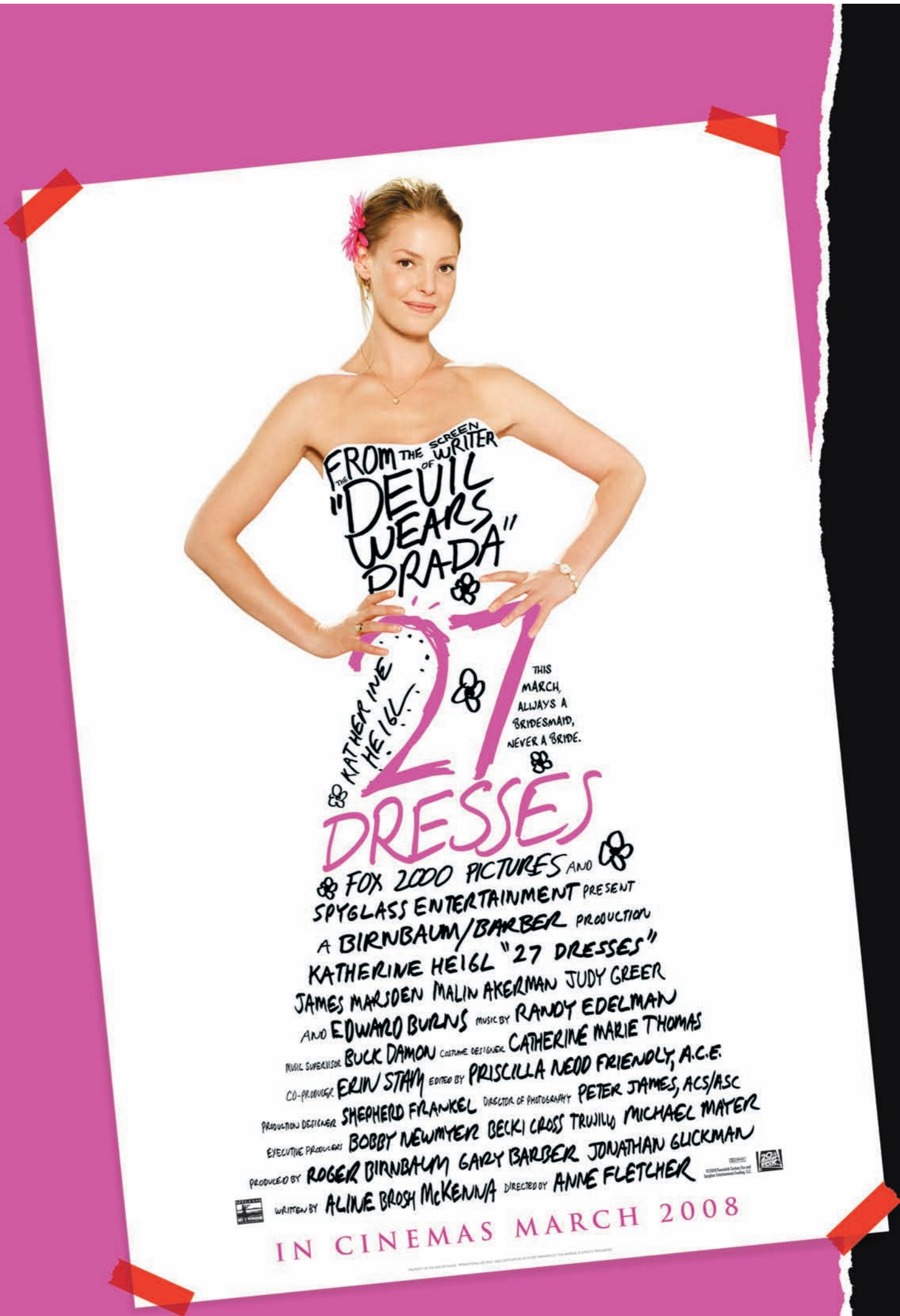


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www.27dresses.or.uk



FROM THE SCREEN OF WRITER
"THE DEVIL WEARS PRADA"
DRADA

27
DRESSES

FOX 2000 PICTURES AND
SPYGLASS ENTERTAINMENT PRESENT

A BIRNBAUM/BARBER PRODUCTION

KATHERINE HEIGL "27 DRESSES"

JAMES MARSDEN MALIN AKERMAN JUDY GREER
AND EDWARD BURNS MUSIC BY RANDY EDELMAN

EXECUTIVE PRODUCERS BUCK DAMON COSTUME DESIGNER CATHERINE MARIE THOMAS

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IN CINEMAS MARCH 2008

THIS MARCH,
ALWAYS A
BRIDESMAID,
NEVER A BRIDE.

My Big Fat Greek Wedding meets **In Her Shoes** in **27 Dresses** - the cutest feel-good rom com this spring. Starring **Katherine Heigl**, [Grey's Anatomy, Knocked Up] and written by **Devil Wears Prada** screenwriter **Aline Brosh McKenna**, it follows the twists and turns of endearing serial bridesmaid Jane. A woman destined to overcome anything from bad luck to bad fashion in her relentless pursuit of romance.

**ALWAYS A BRIDESMAID,
NEVER A BRIDE**

Jane [Katherine Heigl] is a vivacious New Yorker with a great job, a great apartment and a collection of 27 bridesmaid's dresses she'll never wear again. Jane's Achilles heel is she's so over invested in other people's lives that she hasn't time for her own and is guilty of compulsive wedding hopping [that's two or more in one day!] A feat witnessed by Kevin [James Marsden], a newspaper journalist who realizes that a great story on this 'always-a-bridesmaid never the bride' is his ticket out of 'mind-numbing' wedding reporting. Jane's precisely organised life and 'habit' become permanently disrupted when her sexy younger sister Tess [Malin Akerman] arrives from Europe and immediately captures the heart of Jane's boss George [Ed Burns]. Ever accommodating Jane is then enlisted to plan their wedding, but there's a serious complication: Jane is secretly and desperately in love with George.

Two men, two women and 27 bridesmaid's dresses from hell, **27 Dresses** is a smart and romantic comedy that gives us the best female heroine since Bridget Jones. A woman you cheer on at every turn. It has the witty charm of **Four Weddings and A Funeral**, the 'will they won't they' factor of **When Harry Met Sally**, the pre-nuptial hilarity of **My Best Friends Wedding**, a glamorous New York setting and the worst collection of bridesmaid's dresses ever made!



ARE YOU A **JANE** OR A **TESS**?

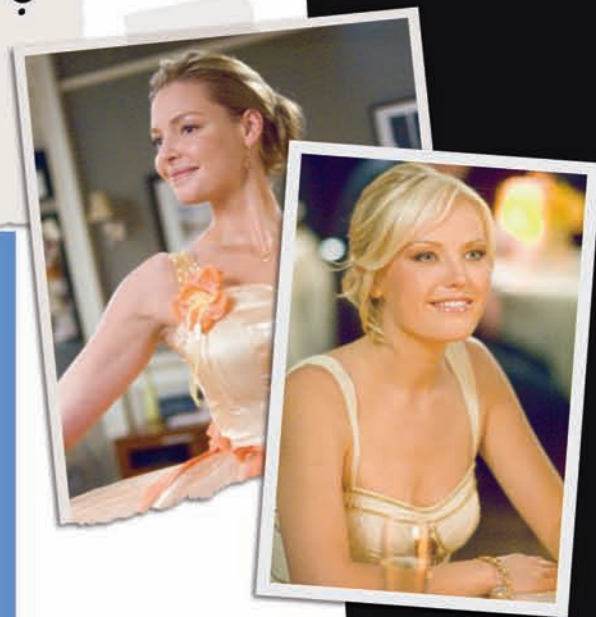
Some girls are nice, selfless, self-deprecating and compulsive helpers, like Jane [Katherine Heigl] - always the bridesmaid never the bride. And some are like her sister Tess [Malin Akerman], ruthless, predatory, dressed to kill and always snaffling the men of our dreams. Which are you and who, at the end of the day, would you rather be? Tick the qualities of our characters below and find out.

JANE

- Humble
- Self-sacrificing
- Anxious
- Considerate
- Sincere
- Takes Charge
- Complex
- Idealistic
- Plain Jane
- Workaholic

TESS

- Shallow
- Self-absorbed
- Carefree
- Disrespectful
- Misleading
- Laid-back
- Superficial
- Matter-of-fact
- Sexy
- Socialite



Count up your ticks for each sister and you'll have your answer. If you're a Jane, promise to start thinking less about other people and more about yourself and what you need. If you're a Tess, the opposite is true. Get over yourself and think about other people for a change.

WHO WOULD YOU GO FOR A **GEORGE** OR A **KEVIN**?

Kevin [James Marsden] and George [Ed Burns] are at opposite ends of the bloke spectrum. Which one you find attractive will say a lot about your type and the kind of life and relationship you want. Tick off the checklist of qualities below that belong to our two leads and see who's the man for you. But beware of falling into Jane's trap - fixating on Mr Wrong for her when Mr Right is staring her square in the face.

GEORGE

- The Boss
- Dependent on others
- Self-important
- Romantic
- Believes in 'happily ever after'
- Perfectly polished
- Never puts a foot wrong
- Challenges himself
- Powerful
- Asks you to help him
- Likes all the obvious things about you

KEVIN

- The Colleague
- Independent
- Makes you laugh
- Cynical
- Doesn't know the ending
- Not afraid to make a twat of himself
- Drops you in it
- Challenges you
- Good looking
- Offers to help you
- Likes you for all the reasons you hate yourself



If you've ticked more of Kevin, then you're open to a man who's your equal, flawed but with his heart in the right place - you'll have fun. If it's George, you're falling for power, money, romantic myths and a traditionalist - it's a white wedding for you.

DO YOU KNOW HOW TO SAY **NO!**

In a great **27 Dresses** scene, Kevin makes it clear to Jane that she can't say no. She's a people pleaser through and through. Are you too? Take the quiz below and see if it's time you learnt the word before you burst at the seams.



MOSTLY A's
You don't know how to say no. You are a people pleaser and the only person you let down is yourself. People are useless and will take advantage of you - so learn your boundaries and stick to them. Learn when to say enough is enough. Then, and only then, will you start to listen to your own needs rather than everyone else's and then, and only then, will you start finding your own life and happiness.

MOSTLY B's
Oh you're good. Congratulations. Either you are naturally sorted, or you've had a lot of decent therapy. A's and C's take heed, this person has no fuzzy boundaries and can assert themselves in a positive, non-threatening way. It's all about clear communication and honesty. Sure it will scare some people away but who'd want to be their friend anyway.

MOSTLY C's
Are you a woman or a Rotweiler? You are so self-defended and cocky that no one's ever going to get near you. You need to let go of the self-centred [a defence mechanism], open up a bit and trust that people will like the woman inside the hard shell. Do that and you'll find your relationships change from superficial and fluffy to deep and meaningful.

- 1** You are madly and secretly in love. Your sister meets him and says she likes him too. Do you;
 - A** say 'great!' Go ahead, have a date! [through gritted teeth].
 - B** be honest, say you like him, have for ages and you need to tell him how you feel first.
 - C** grab her hair, wrestle her to the floor and say 'may the best sibling win.'
- 2** Hear the word 'confrontation' and you;
 - A** hide under large pieces of furniture, walk miles in stilettos and go temporarily deaf - just to get away.
 - B** know you need it sometimes to clear the air and understand each other.
 - C** it's a form of exercise. You can't get through the day without one.
- 3** Your sister tells you she's having her wedding where you always talked about wanting yours. In your mother's wedding dress [also promised to you]. You;
 - A** mumble something inaudible about your hopes and dreams, then give her a hug and say you'll help.
 - B** you tell her how upset this makes you feel and ask if you can sit down together and thrash out other ideas.
 - C** decide sabotage is the only option - on a grand scale. She'll live to regret her big day.
- 4** Everywhere you go there's this guy who keeps popping up - through work, friends or friends - next time you see him you say;
 - A** 'this is serendipity. Maybe it's time we did Sunday brunch, the papers, a walk in the park?'
 - B** nothing. What will be will be. You're happy to keep bumping into him accidentally.
 - C** 'OK you're turning into my stalker. Leave me the hell alone!'
- 5** What is your Filofax filled with?
 - A** planning other people's weddings, hen nights, events.
 - B** having dinner with friends and going out on the odd date.
 - C** you do what you want, when you want. You have loads of friends and can be spontaneous.
- 6** How often do you feel guilty?
 - A** 24/7. About everything.
 - B** when appropriate - we all make mistakes.
 - C** never - guilt is for suckers.
- 7** What do you do when someone crosses you or lets you down?
 - A** wonder what you did wrong and then apologise to them.
 - B** sit them down and have an honest talk about it. Can it not happen again.
 - C** they are dead to you. It's over. Kaput.

THE GOOD The excitement when you awake on the day and know you have a purpose - sorry wedding.
THE GOOD Getting ready - all dressed up with something to do at the weekend.
THE GOOD Being a bridesmaid and having the sense that you are important and absolutely invaluable on the day
THE GOOD The anticipation of waiting for the bride to arrive and the communal sigh when everybody sees her.
THE GOOD Looking at the groom when he first sees his wife-to-be, [look at him - everybody's looking at her - it's the only point Jane and Kevin agree on].
THE GOOD The dancing - you know all the moves to 'Hit Me Baby One More Time.'
THE GOOD Going home with the table centrepiece, knowing true love is possible. Marriage is possible. That it, one day, could happen to you.
THE GOOD Trying on all your old bridesmaids dresses when you lose hope and need reminding of happier times.

THE BAD The forced merriment - yes a perma-smile is compulsory as are the extensive compliments and the need, initially, to 'behave.'
THE BAD The church - when was the last time you saw the inside of one? And why do you suddenly feel like shouting [and never singing!]
THE BAD The line up - can never remember anybody's name. Can never think of what to say.

THE GOOD THE BAD AND THE UGLY

27 Dresses covers weddings from every position. Jane, the serial bridesmaid is a wedding addict. Stuff the irony, she only sees the romance - her view is The Good. We on the other hand all love a 'good' wedding - but not necessarily for 'Good' reasons: 'The Bad' and 'The Ugly' appeal too. See below for our wedding barometer. Taking weddings from 'ahhhh' to 'urgh.'

THE BAD The terrible food - prawn marie rose and rubber chicken on a good day, scotch eggs and pickled onions on a bad - wedding catering usually compares to a stop-off at Little Chef.
THE BAD The appalling clothes - the taste bypass. Usually fashion savvy people decide to buy and wear something they wouldn't be seen dead in: with matching handbag and shoes!
THE BAD The speeches - go on and on and on and whilst you consume an unnecessary amount of alcohol. The result?

THE UGLY Getting drunk and insulting people - the wedding fall out. If you're not armed with your own insults, chances are you'll be the recipient of someone else's. The alternative is an unfortunate snog with someone you never want to see again.
THE UGLY The table plan that makes you want to know the cutlery - doubtless you will be seated next to an angry ex, worse, on the 'singles' table and even more heinous with a bunch of people you don't know and don't want to know.
THE UGLY The horrible music - and finally there's the relief of being able to get up and escape to the dance floor. But when the first dance track is T'Pau, followed by Bonnie Tyler all played by a cover band from Bognor... need we say more.
THE UGLY Bad dancing - not yours obviously, but there's dad dancing, there's drunk dancing and there are elderly couples doing things together you don't want to see.



JANE'S PROS AND CONS

Jane knows all too well the pros and cons of being a bridesmaid. And for all those wannabe bridesmaids out there - here's her checklist:

- 1** Doing the wedding list - huge **PRO** love shopping and this is vicarious. You spend someone else's money!
- 2** Finding the bride's dress - **PRO** you get to try some on and imagine it's your day.
- 3** The rehearsal dinner - **PRO** free food and a night out with your best mate and her beau.
- 4** Taking the bride for a pee - **CON** messy and humiliating. It takes forever and really, you'd rather not see.
- 5** Mending torn trains - **CON** must remember miniature sewing kit you stole from your last night in a hotel.
- 6** Making the toast - **PRO** if you're feeling super confident. **CON** if you hate public speaking and have had too many glasses of bubbles.
- 7** Catching the bouquet - **CON** always a terrible pressure and you run the risk of personal injury.
- 8** Always getting a shag - **PRO** well that's the rumour. **CON** it rarely happens.
- 9** Wearing a dress you'd never choose in a million years - **CON** since when has a bride ever wanted to be upstaged by her mates?
- 10** Taking home the ridiculous table arrangements - **CON** and **PRO** - depends on arrangement and whether you're sober enough to carry it. It's usually dropped unceremoniously on the stairs up to your front door.



THE TOP 10 FILMS ABOUT WEDDINGS:

- 1..... **Four Weddings and A Funeral**
- 2..... **My Best Friends Wedding**
- 3..... **The Wedding Planner**
- 4..... **Sweet Home Alabama**
- 5..... **The Wedding Date**
- 6..... **My Big Fat Greek Wedding**
- 7..... **Meet the Parents**
- 8..... **Runaway Bride**
- 9..... **The Wedding Crashers**
- 10..... **Monster in Law**





DO'S AND DON'T'S



HOW TO DO THE TOAST

Speeches are tricky things. They need to be done with confidence and humour. They have to be short and to the point and they have to compliment the bride and groom without arse licking or too much smaltz. Jane, with her nose severely out of joint, uses hers to wreak revenge on her sister Tess, who has stolen the love of her life and lied through her super-white teeth. Unless you're in the same situation [for which we suggest you follow Jane's lead] here's a list of toast do's and don'ts.

DO Tell the assembled that the bride once said that marrying the groom was all she ever wanted in life.

DON'T Share that the bride once said that marrying the groom was all she ever wanted in life and it didn't matter what she had to do to get him.

DO Tell a charming, memorable story about how they met and fell in love.

DON'T Explain that after her disastrous track record and exes up to her armpits, finally she found a man who would have her.

DO Point out that the bride and groom have much in common - like loving animals.

DON'T Point out that the bride and groom have much in common - like loving animals [though the bride likes to eat them with BBQ sauce].

DO Share a personal story about how much you love her.

DON'T Share a personal secret that you said you'd carry to the grave.

DO Praise the groom by mentioning he's interested in international affairs.

DON'T Mention that the groom is interested in international affairs and then reveal that the bride is only interested in having international affairs.

DO Use humour to lighten the mood and carry it all along merrily.

DON'T Use black humour and insist on being funny at the bride and grooms expense ['remember that time when you two were 'on a break!']

DO Say that their love is based on a deep understanding and acceptance of each other on all levels.

DON'T Say that their love is based on the grooms ability to put up with the bride's tantrums and her serious retail addiction.

DO Talk about why they are such a great couple.

DON'T Say you simply can't understand why they work since you've seen them far happier in past relationships [where the bride confesses she'd had much better sex].



He's mine!

HOW TO DO THE WEDDING LIST

Jane and Kevin trawl through the department store, scanner at the ready, arguing the merits of marriage full stop, let alone The Casserole Dish, The Vase, The Umbrella Holder, The Beaver Wall Hanging! And Jane's personal fave; The Wine of the Month Club Membership. Add to this classics like sheets, towels, glasses, cutlery and plates and you have classic wedding presents of our day and age.



To be useful, rather than just witty, here is our list of the best places for wedding lists in Britain.

HEALS www.heals.co.uk/giftlist

This list can be managed in store, online, or both. Heals then provide gift cards to send to all your guests with the list inside.

HABITAT www.habitat.net/giftlist

A gift list for whatever you're celebrating - wedding, or birthday, or anniversary, or new home...

CATH KIDSTON www.cathkidston.co.uk

If you're a fan of polka dots and floral prints, Cath Kidston have recently launched their own wedding list service.

DEBENHAMS www.debenhamsweddings.com

A complete wedding service - dresses, outfits, stationery and an online gift list for guests [and you can highlight your favourite items on it].

HARVEY NICHOLS www.harveynichols.com

HN have just launched an all-occasion gift list to complement its nationwide wedding list service.

LIBERTY'S www.liberty.co.uk/services/bespoke_services

Liberty's wedding gift list offers their experts choice of favourite things - so they do the hard work for you.

HARRODS www.harrods.com

A huge range and two types of wedding list, Harrods let you choose from in-store or start a Bridal Account which saves peoples donations for you to spend yourself after the wedding.

JOHN LEWIS www.johnlewis.com

You can wander round store scanning all the items you fancy - plus you get free refreshments while you're doing it.

MARKS AND SPENCER www.marksandspencer.com

From china to furniture to food, M&S also offer an exchange service, in case family members go off piste and buy you something unbearable.

Love the hat!



Ah! A black suit!

THE TOP 10 FILMS ABOUT SIBLING RIVALRY:

- 1..... *In Her Shoes*
- 2..... *Gone with the Wind*
- 3..... *Cinderella*
- 4..... *We Own the Night*
- 5..... *Steel Magnolias*
- 6..... *Whatever Happened to Baby Jane*
- 7..... *Elizabeth & Elizabeth: The Golden Age*
- 8..... *The Family Stone*
- 9..... *Little Women*
- 10..... *The Upside of Anger*