

Wedding Ceremony Stats & Trends

FACT SHEET

While some of the most popular traditions of 2016, such as wearing white on your wedding day, are tried and true, others like doing a “first look” have become increasingly popular over the years. Despite what trends couples choose to incorporate into their wedding, the pressure to make the day “perfect” consumes nearly 2 out of 3 brides.

Dressing THE PART

- **84%** at least one person wears white
- **60%** grooms dress in a suit or more casual
- **70%** wear something old, new, borrowed and blue
- **46%** of bridesmaids wear the same dress



TOP 5 TRENDS

Wedding Gowns	Men's Formalwear
Sleeves	Tweed suits/vests
Mixed lace	Feather bow ties
High necks	Gray and burgundy
Off the shoulder	Floral neckties



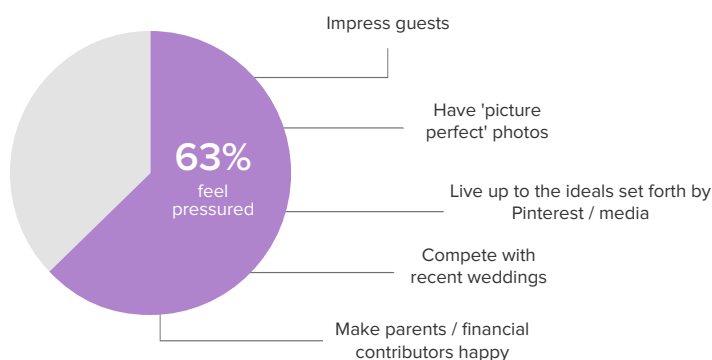
Visit WedInsights.com to get the latest stats and trends on men's suits and tuxedos, bridesmaid dresses, and dozens of other topics.

Walking DOWN THE AISLE

- **45%** of couples do a “first look” prior to the ceremony
- **3 out of 4** fathers escorts one/both of the couple down the aisle
- **36%** of couples create their own vows
- **63%** of brides say they feel pressured to have the “perfect wedding”



REASONS BRIDES FEEL PRESSURED



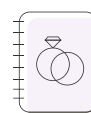
TOP CEREMONY TRENDS



Fewer readings



Creative signage



Vow notebooks