

BY AZAZIE

Q2 2023

A woman with long brown hair and a pearl headband stands in a white lace wedding dress. The dress features a deep V-neckline, short puffed sleeves, and a high slit. She is leaning against a large, textured stone pillar. The background shows a modern building with a staircase and greenery. The lighting is bright, suggesting an outdoor setting during the day.

THE
AISLE
REPORT

CONSUMER

Behavior

42%

Of brides are considering eco-friendly or sustainable options for their wedding

83%

Of brides are only wearing one dress for both the ceremony and reception

86%

Of brides chose an all-white wedding gown vs. prints or hints of color

86%

Of brides chose a wedding gown they would not re-wear for any additional events

67%

Of brides opted for all-white looks for their bachelorette celebrations

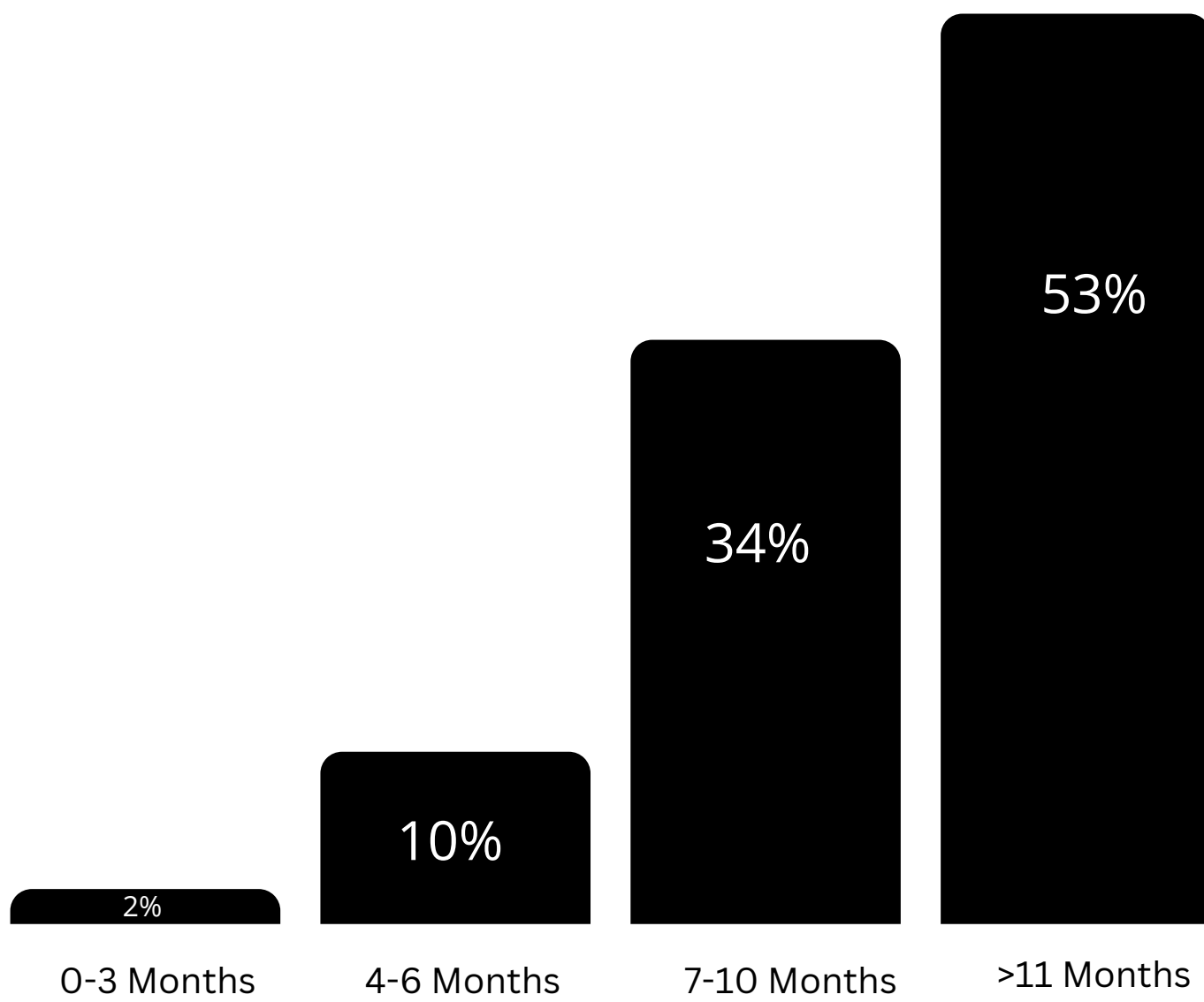
65%

Of brides paid up front for services rather than a "Buy Now, Pay Later" option

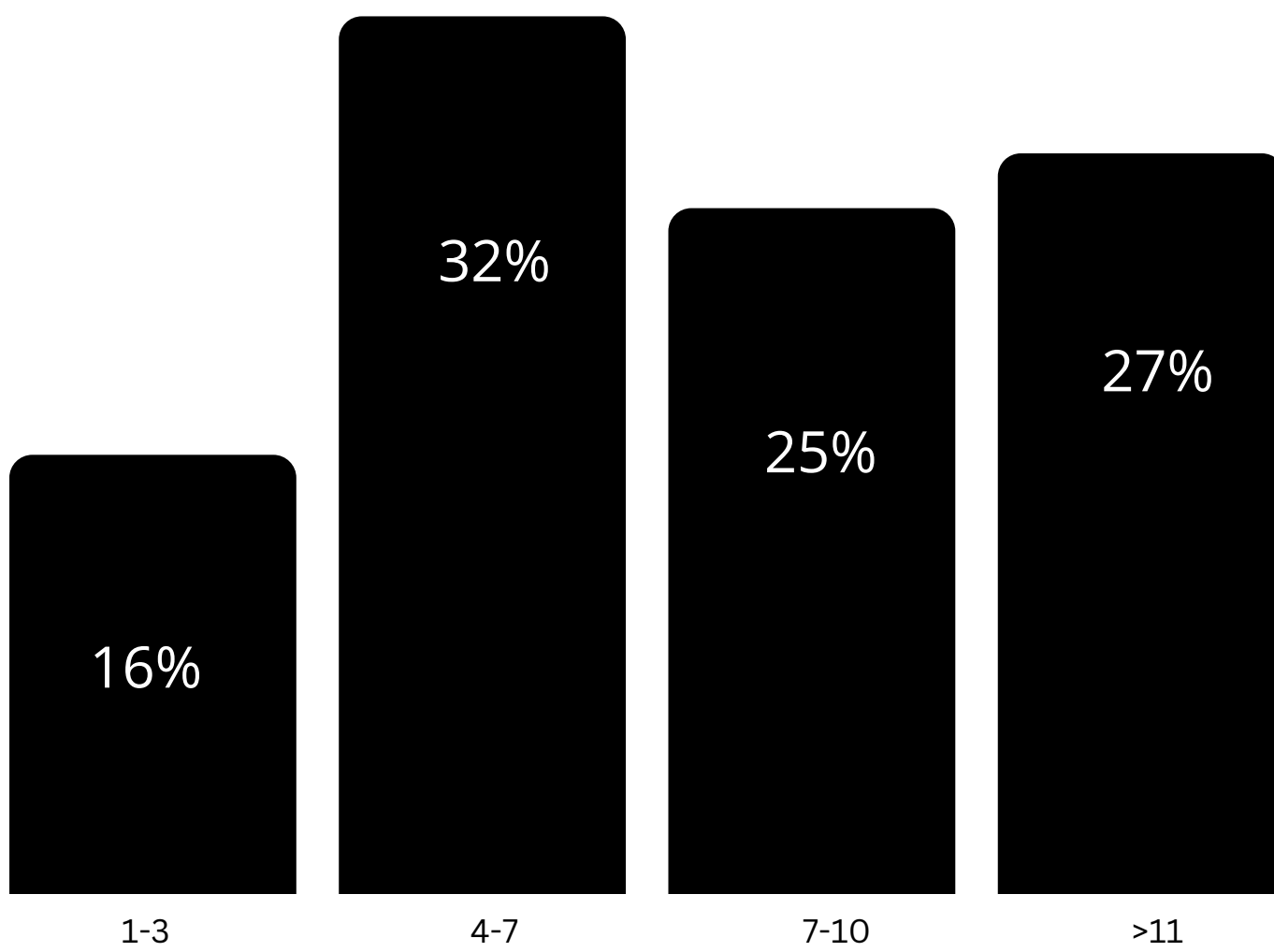
93%

Of brides did not take out a loan for their wedding

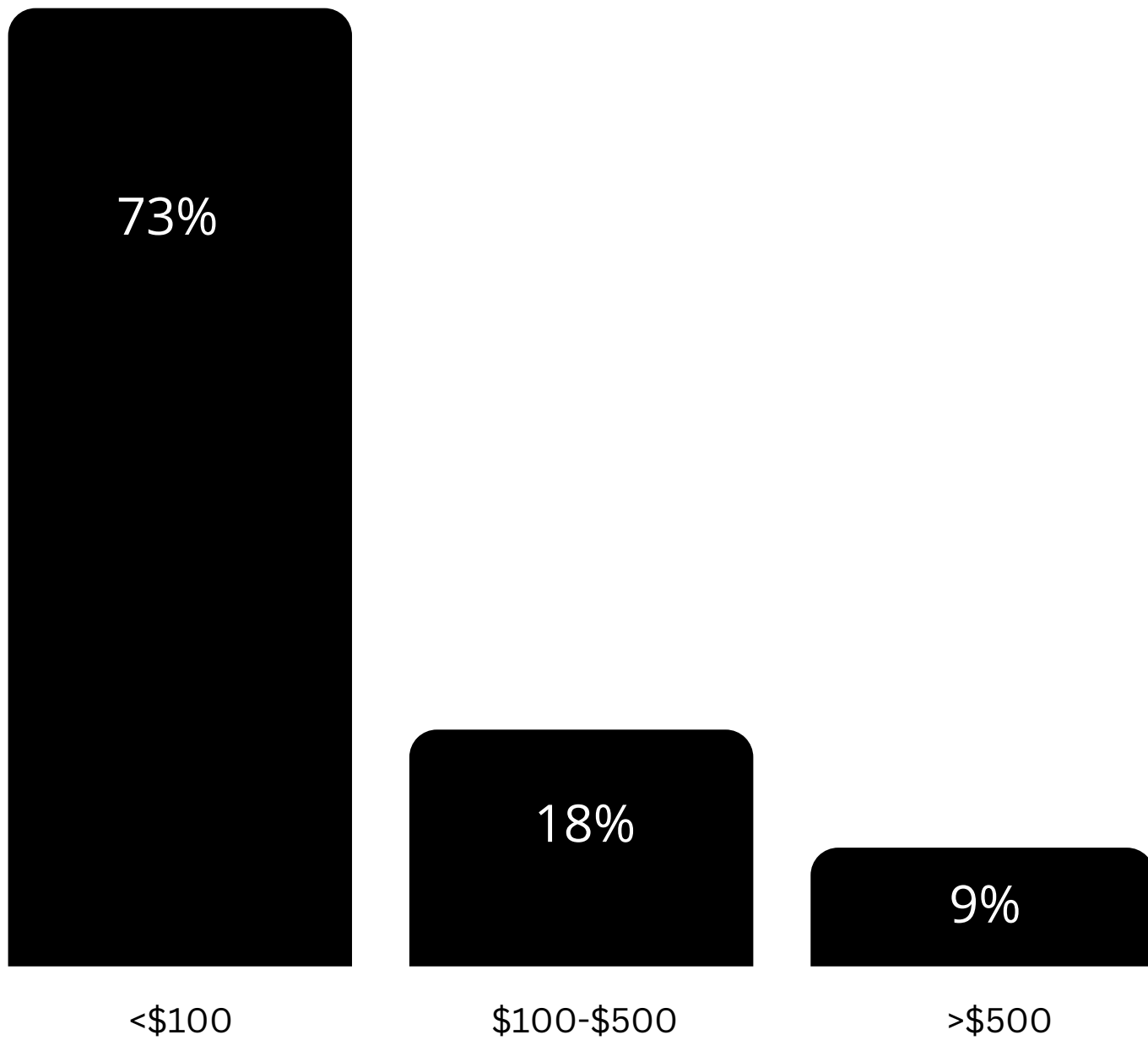
DRESS SHOPPING TIMELINE



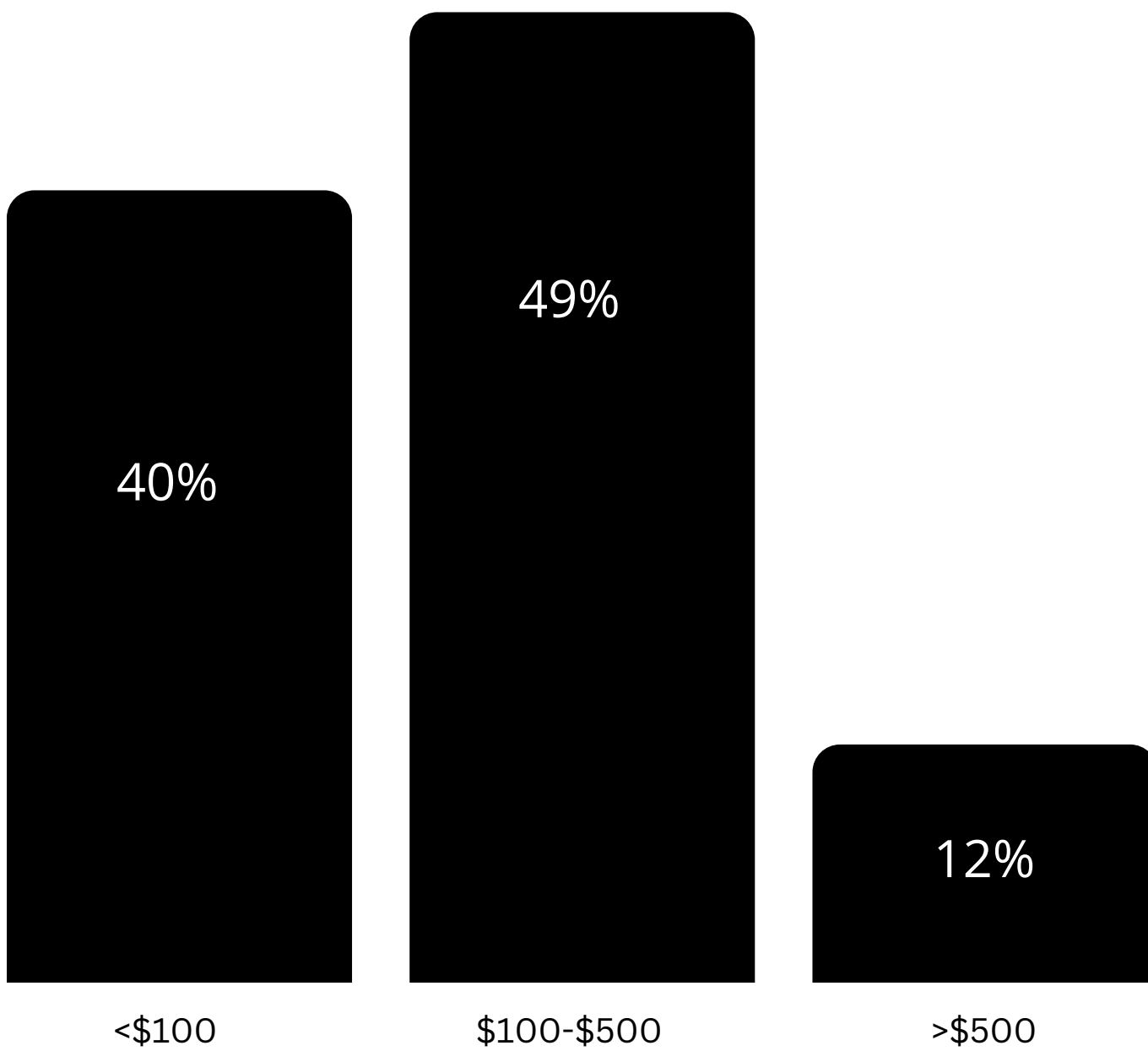
HOW MANY DRESSES TRIED ON BEFORE THE ONE



ENGAGEMENT WARDROBE ANNOUNCEMENT SPEND



HONEYMOON WARDROBE SPEND

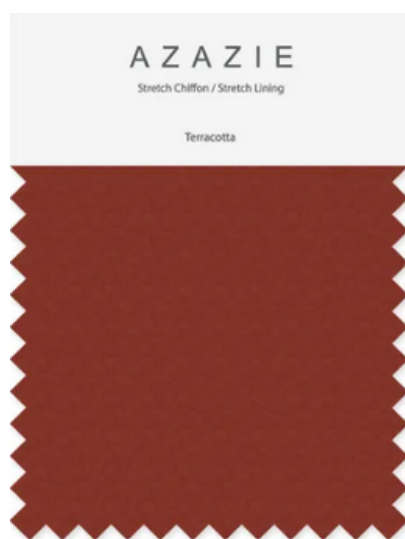


TREND *Report*

TOP BRIDESMAID COLORS



Black



Terracotta



Eucalyptus

BRIDAL TRENDS



Ruffle Details

Short Reception Dresses

Satin Fabrics