

custom profile & insights report

Discover additional insights about a bridal fashion segment that is relevant to your business:

- Landmark study of the bridal fashion industry
- Competitive snapshot across the entire bridal fashion landscape
- Unique and cost-effective access to bridal fashion behavior and attitudes
- Insightful analysis from bridal industry experts

STUDY HIGHLIGHTS

METHODOLOGY

- December 2008 online survey
- Email invitation to members of The Knot Wedding Network (represents more than 70% of brides online)

RESPONDENT PROFILE

Marital Status:

- 66% engaged with wedding in the next 6 months
- 34% married within the last 6 months

Gown Status:

- In order to qualify, respondents must have already selected their wedding gown

SELECTED DATA HIGHLIGHTS

The Dress & Accessories:

- 37% of brides choose an A-line silhouette
- 15% of brides have misgivings about their dress
- 29% of brides spend more than \$1,000 on their dress
- Average spent on bridal accessories: \$378

Dress Search:

- Gown search typically begins 12 months before the wedding
- 3 out of 4 brides (73%) bring their mom with them to shop for their dress
- More than half of brides (55%) buy their dress from a local bridal salon
- 28% of brides buy their dress at a shop located more than 100 miles from where they live

Bridal Party:

- 70% of brides choose identical dresses for their bridesmaids
- 76% of grooms wear a tuxedo to their wedding
- 81% of groomsmen rent their attire



CUSTOM PROFILE & REPORT INCLUDES

- Custom data filtered by one segment. Possible segments include*:
 - >Brides that purchased from a specific retailer and/or designer
 - >Brides from a specific geographic region or demographic
 - >Brides from a particular spend segment
 - >And more
- Filtered respondents compared against total respondents
- Custom report with additional insights and observations

RATE: Available upon request

Photography by Jonathan Bookallil

*Custom segment availability dependent upon stability of respondent base

Gain valuable bridal fashion insights from the leading bridal industry expert

TABLE OF CONTENTS

2009 bridal fashion study



THE WEDDING GOWN

- Silhouette/cut
- Neckline
- Length
- Color
- Primary fabric
- Designer/manufacturer
 - >Seriously considered
 - >Actually purchased
- Wedding gown cost

DRESS SEARCH & SELECTION

- Search and purchase timeline
- Who shopped with bride
- Confidence in desired style
- # of dresses seriously considered
- How dress was purchased: custom vs. off-the-rack
- Misgivings about dress

DRESS RETAILERS

- Where wedding gown was purchased
- # of retailers visited
- How bride found retail stores of interest
- Important criteria in store selection
- How far from residence dress was purchased
- Likelihood of recommending retailer
- Enjoyment of shopping experience

INFORMATION SOURCES

- Sources used to search for gown
 - >Retail store types used
 - >Specific websites used
 - >Specific magazines used
- Influence of sources used

- >Influence of retail stores types
- >Influence of specific websites
- >Influence of specific magazines
- Influence of specific online resources

BRIDAL ACCESSORIES

- Research and purchase behavior
 - >Online
 - >Offline
- Accessory spend

BRIDESMAID DRESSES

- Purchase timeline
- Silhouette/cut
- Color
- Identical vs. unique
- Designer/manufacturer
- Retail store type
- Bridesmaid dress spend
- Important criteria in dress selection

GROOM & GROOMSMEN

- Purchase timeline
- Type of attire selected
- Buy vs. rent
- Decision maker(s)
- Retail store type
- Attire spend
- Important criteria in attire selection

OTHER ATTIRE

DEMO & CLASSIFICATIONS

Photography by Chris Militscher

Discover additional insights about a bridal fashion segment that is relevant to your business