



SELECTING A *Bridesmaid Dress* FACT SHEET

An overview on industry data from WeddingWire's *WedInsights Series*

TOP BRIDESMAID DRESS BRANDS

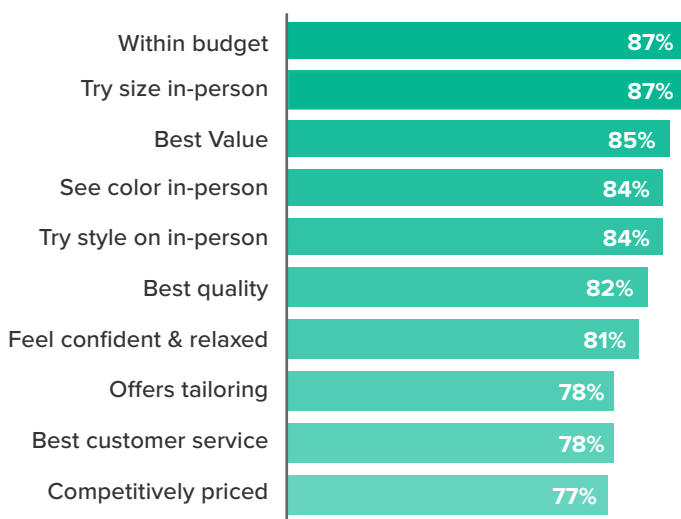
Searching for a bridesmaid dress can be overwhelming given the variety of choices in the market, however women tell us that David's Bridal is the retailer that is top of mind for those on the hunt. The top 10 retailers women consider when buying/renting a bridesmaid dress, includes:

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| 1. David's Bridal | 6. J. Crew |
| 2. Macy's | 7. Forever 21 |
| 3. Nordstrom Wedding Suite | 8. Target |
| 4. Local Boutique | 9. Bella Bridesmaids |
| 5. Etsy | 10. Rent the Runway |

PURCHASING DECISIONS

Brides and bridesmaids tell us that budget is the most critical component on deciding where to purchase a bridesmaids dress. Other important factors on determining where to purchase a dress includes having the ability to see a dress in person for sizing, style and color purposes.

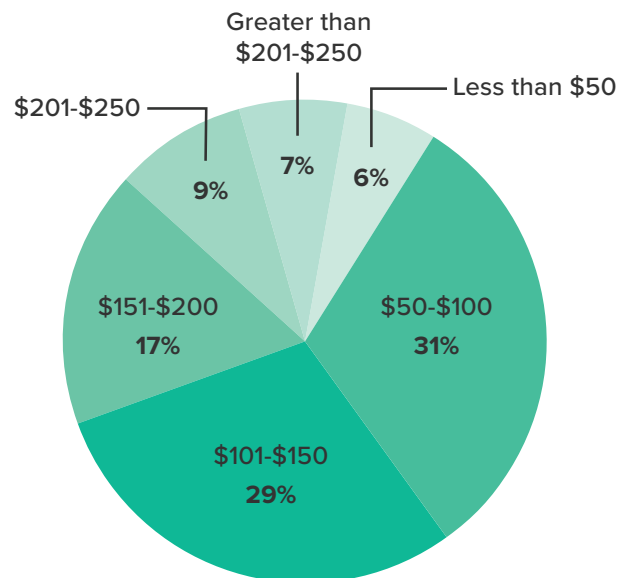
TOP 10 FACTORS IN DECIDING WHERE TO PURCHASE



BUDGETING FOR A DRESS

The majority of bridesmaids (60%) would expect to pay/budget between \$50 - \$150 for a bridesmaid dress. However, those who live in more expensive cities (ie. NY, LA, BOS, SF, etc.) expect to pay more - about 1/3 budgeting between \$150 - \$250.

BUDGET FOR BRIDESMAID DRESS PURCHASE



PICKING THE DRESS

When deciding on a bridesmaid dress, it may come as no surprise that the bride is the main influencer in the purchase decision. However bridesmaids say that friends, family, Pinterest and wedding sites like WeddingWire are also influential.

Given the popularity of mix and match bridesmaid dresses and the high cost of being in a wedding, dress rentals are becoming more common among bridesmaids. Over 50% find rental options to be an important factor when searching for their dress.