



MENSWEAR: GROOMS & GROOMSMEN

An overview on industry data from WeddingWire's WedInsights

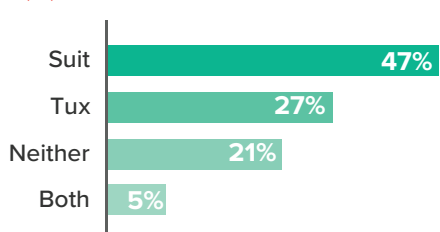
6 THINGS YOU NEED TO KNOW ABOUT MEN'S WEDDING ATTIRE

- 1 Roughly 50% of grooms are wearing a suit on their wedding day
- 2 Style and price are the most important features in the decision-making process
- 3 The majority spend between \$100 - \$300 when purchasing a suit
- 4 Nearly 80% of grooms are aware of Men's Wearhouse
- 5 Forty-five percent of grooms find it important to visit a brick-and-mortar store to see a suit/tux
- 6 The majority of groomsmen are asked to rent a suit

GROOMS ATTIRE

Nearly 50% of grooms decide on wearing a suit for their wedding day attire, followed by a tux (27%). Interestingly, data shows that around 20% are choosing neither option – further demonstrating that couples are personalizing their big day to meet their needs (and attire is no exception).

WEDDING DAY ATTIRE (GROOMS)



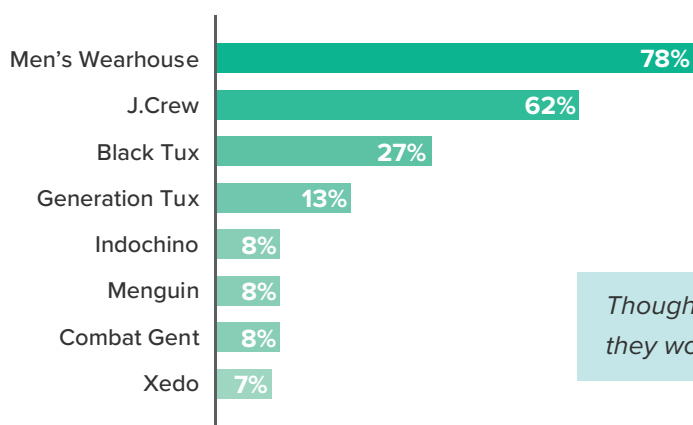
GROOMS PURCHASING DECISION

	Buy	Rent	Use pre-owned
Suit	55%	37%	8%
Tux	67%	28%	5%

MAKING THE PURCHASE

Despite the many options, those who decide on **wearing a suit are nearly 2X as likely to buy** it vs. those who wear a tux. While the majority of grooms spend anywhere between \$100 - \$300 on purchasing a suit, nearly 30% spend between \$300 - \$500.

MENSWEAR BRANDS



BRAND AWARENESS

Due to the large selection, affordable options and convenience of a one-stop-shop for all wedding fashion needs (ie. cufflinks, ties, etc.), Men's Wearhouse is well known among nearly 80% of grooms.

Though couples find it important to see a suit/tux in person, 56% say they would be willing to purchase attire from an online only retailer.

WEDDING PARTY ATTIRE

It may come as no surprise that the **majority of groomsmen are asked to wear a suit** (62%) for the wedding day (as opposed to 27% who wear a tux). Unlike bridesmaids where the majority purchase their dress, nearly 60% of groomsmen are asked to rent their suit or tux.

GROOMSMEN FACTS

4	Average number of groomsmen
\$100-\$200	Average suit rental budget
39%	Groomsmen asked to pay for own attire

When it comes to the overall look of groomsmen...

39% will wear matching attire

38% will coordinate their attire with bridesmaids

23% will wear a different suit/tux than the groom

2018 GROOMS AND GROOMSMEN TRENDS

Wondering what's on the radar for 2018 groom and groomsmen trends? Check out some of the hottest trends in menswear below.

- 1 **TEXTURE:** Velvet, corduroy and other textures are giving suits, neckties and other menswear pieces a major upgrade.
- 2 **BOLD PATTERNS:** Unique patterns like floral ties and houndstooth suits are giving grooms the ability to show off their personality on the big day.
- 3 **COLOR IS IN:** Brighter shades of blue are taking over, and burgundy is the new "IT" color for those who want to make a statement on their wedding day.
- 4 **MIX-AND-MATCHED COLOR PALETTES:** Black and blues are being paired together to create a sophisticated and formal look for grooms, whereas groomsmen are mismatching their suits and ties.