



# WEDDING DRESS FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

## SEARCHING FOR THE DRESS

1 - 2

Average number of dress retailers visited

4 - 7

Average number of dresses tried on before finding "the one"

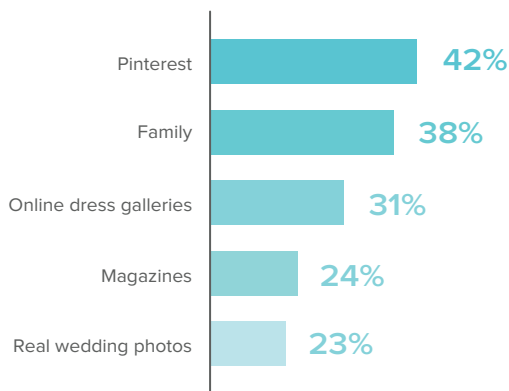
1 - 2

Average number of people present during dress shopping

## PICKING THE ONE

When it comes to selecting a wedding dress, the majority of brides gather inspiration from online sources, but rely on family, friends and bridesmaid to help them make their final decision.

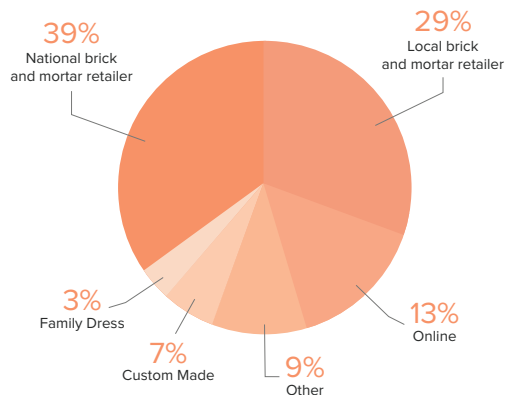
### DRESS INSPIRATION



## MAKING THE PURCHASE

On average, brides spend around \$1,700 on their wedding dress. While brides may visit multiple retailers, roughly 40% purchase their dress from a national brick and mortar retailer such as David's Bridal, Macy's, etc.

### BUYING THE DRESS



## IT'S ALL ABOUT THE DETAILS Top 5 dress features based on dress purchases from newlywed brides.

### DRESS STYLES

1. Romantic
2. Classic
3. Simple
4. Glamorous
5. Traditional

### SILHOUETTE

1. A-line
2. Mermaid
3. Ballgown
4. Sheath
5. Modified A-line

### NECKLINE

1. Sweetheart
2. V-neck
3. Semi-sweetheart
4. Jewel
5. Straight Across

### DETAILS

1. Lace
2. Beading
3. Back details
4. Color
5. Sleeves