



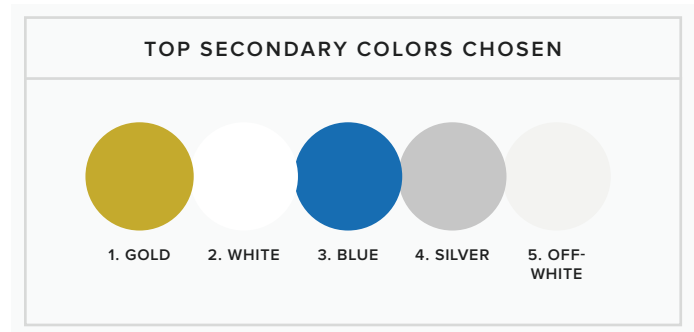
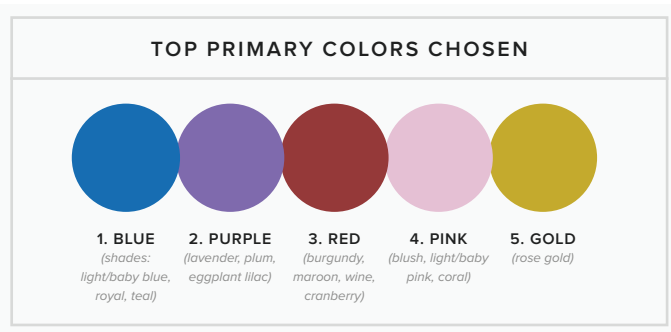
WEDDING COLORS

An overview on industry data from WeddingWire's WedInsights Series

COLOR SELECTION PROCESS

For 50% of couples that choose to adopt a wedding color scheme, a majority draw inspiration from their favorite color(s) or how the color(s) will be incorporated into the wedding party attire. Some couples also consider the season and online sources when choosing their preferred color palette. Almost 90% of couples consider it important that the color palette flatters the wedding party's attire and matches the overall venue/setting.

Almost half of those involved in the planning process choose the wedding's color scheme soon after getting engaged, and 93% incorporate it into their wedding ceremony and reception.



ALL ABOUT THE DETAILS

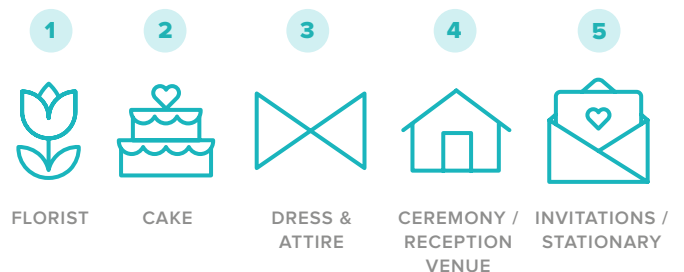
The most common ways couples incorporate color into their wedding:



Groom's accessories are the most popular type of attire that adopt the wedding's color choices, typically through socks, vests, and ties (68%).

COMMUNICATING WITH VENDORS

The hired wedding professionals that couples chose to share their color palette with:



A majority of couples share their color(s) through pictures instead of online sources or physical swatches (60%).