

The Dress of *Yes* !

By: Aleah Summerville, Amber Wells, Arielle Gustave & Jailyn Lavado

BUF 3100 Trends Forecasting and Social Media

Professor : Dr. Adomaitis

Introduction



- For many decades, the history of bridal gowns has been a symbolic representation for traditional love ceremonies. The bride wears a bridal gown or wedding dress during a wedding ceremony. The social culture of bridal gowns has impacted the world for many centuries. Different cultures, traditions and religions all play a role in how a bride's dress is created.
- The style, color and ceremonial significance of the bridal dress can depend on the culture and religion of the wedding participants. The most common wedding gown color in western culture is white. It was first documented in 1406 at a royal wedding ceremony worn by Philippa of England. It did not gain traction until it was popularized by Queen Victoria in 1840. “Queen Victoria made such a sartorial impression nearly 180 years ago that her example of wearing white is still considered mandatory by many a traditional bride”(Miller, 2018).

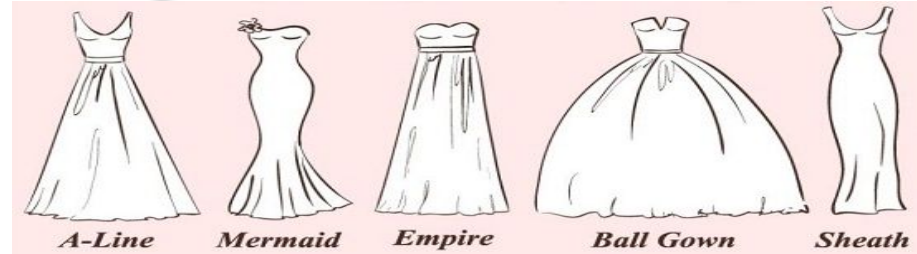
yes, that's the dress



Silhouette Styles

The Six signature silhouette wedding gown styles are :

Empire style, A-line, Ballgown, Trumpet, Sheath, and Mermaid style.



- The **Empire style gown** is stipulated by the waistline, which "sits just below the bust from which the rest of the dress flows down to the hem. Skimming over the hips and tummy area, this silhouette is perfect for pear-shaped brides." (Lizelle, 2020).
- The **A-line section** is fitted at the hips area and moderately flares out from the natural waistline. It emphasizes the shape of the capital letter A, and it can also feature any length of the train.
- The **Ballgown wedding gowns** are fitted at the waist, followed by a full skirt that can reduce the waist and conceal the hips, legs, and buttocks.
- The **Trumpet style gown** hugs the body in all the right areas and gradually flares outward. The flare begins near the mid-thigh area giving it an elegant mermaid style effect.
- The **Sheath style gown** is very fitted to the body and falls straight to the floor. The elongating nature of this design will help petite brides appear taller. However, the column dress does not allow much room for hiding problem areas, such as a larger lower body.
- The **Mermaid Gown** is a fitted style gown that contours the body from the chest to the knees (or lower) to highlight a woman's curves. This style gown flares at or below the knee, creating the illusion of a mermaid tail undisputedly graceful.

Color Palettes

Color has been a significant part of the origin of wedding dresses.

For centuries, people have stuck to **the Western idea** of the white voluminous wedding gown. However today, **many cultures** have incorporated a significant amount of color to their wedding attire.

In India, brides wear a *sari*. Red is also considered to be the most favorable color among **Hindus**; however, other colors are also included such as yellow, green, and gold. **In Japan**, the bride is often seen wearing multiple different colors of kimonos on their wedding day. Beginning from the 14th century to the tradition of wearing different colors was popular. It is visible today as **Korean brides** wear silk robes that are red, green, and yellow.

Colors of Fall 2020

The fall 2020 bridal collection for certain designers showcases the **popular hue of white, ivory in their dresses**. Oscar de La Renta's fall 2020 bridal RTW **demonstrates 12 different looks**. Eleven out of the twelve dresses are ivory while there is one pastel blue dress. Vera Wang's bridal RTW showcases a **majority of dresses with ivory, some with crepe and one black wedding dress**. Monique Lhuillier's bridal RTW also shows a lot of ivory dresses with an occasional crepe. There are some other hues such as pale pink and a tea green dress. Lastly, in Marchesa's bridal RTW, the whole collection consists of ivory colored dresses.



Color Trends in 2020



- **White** has become a staple hue but can have variations to present a bride's dream
- The **fall 2020 bridal collection** for certain designers showcases the popular hue of white, ivory in their dresses. Oscar de La Renta's fall 2020 bridal RTW demonstrates 12 different looks.
- **Eleven out of the twelve dresses are ivory** while there is one pastel blue dress. Vera Wang's bridal RTW showcases a majority of dresses with ivory, some with crepe and one black wedding dress. Monique Lhuillier's bridal RTW also shows a lot of ivory dresses with an occasional crepe.
- There are some other hues such as **pale pink and a tea green dress**. Lastly, in Marchesa's bridal RTW, the whole collection consists of ivory colored dresses.

Fabrics/Textiles

- When it comes to **Bridal Fashion**, strong reliable fabrics must be used. Fabrics like Satin, Charmeuse, Chiffon, and Lace were all included in the making of wedding dresses all across the world. “In general, fabrics made from natural fibers breathe better, but they can also be more expensive or wrinkle more easily, thus the rise of blends and **synthetics**”(Bouchon, 2019). **The most popular fabric used today in 2020 is the silk zibeline.**
- It is a **constructed fabric** and it is excellent for structured designs like fit-and-flare or A-line styles which we see as a common design for dresses at this time. “Zibeline is woven in a single direction from straight fibers for a shiny finish”(Donovan, 2020).



Trends on Bridal Fashion



- Due to **COVID-19**, **designers** are now incorporating matching facemasks as a part of the full gown look and the grooms' suits. The **facemasks** has become the new accessory for 2020 trends in bridal fashion.
- These face masks are made with leftover fabric from the dress with lace, embellishments, crystals, embroidery, etc.
- Internationally looking at the bridal mask effect during COVID-19, Turkey and Dublin took part in creating bridal masks after marriages were allowed to take place again.
- Oana Chaicac, owner of Angelo Bridal in Dublin, said she decided to put face masks on the mannequins in the window for fun. (Bedo, 2020)
- Master craftsmen in the southeastern province of Kahramanmaras have begun producing gilded masks or surgical masks bedazzled with 14-carat and 22-carat gold to adorn brides. (Sabah, 2020)

Pendulums

- **Fashion Pendulums** is a movement where fashion swings from one extreme to another.
- In 1840, Queen Victoria started the **pendulum** and wore a “structured, eight-piece bodice, which features a wide, open neckline. The off-the shoulder sleeves are short and puffed and the dress resembles a basque shape”(Lee, 2020). Queen Victoria also wore a satin train over six yards long. Then we moved on to the 1910s where brides started to wear looser dresses.
- Then we moved on to the **1910s** where brides started to wear looser dresses. “Many brides wore floor-length, floaty dresses in which they could move more easily. Dancing at weddings became custom during this era, with dances like the turkey trot coming into fashion”(Krause, 2020). Then we move on to the 1920s, where more flapper style wedding gowns were coming out.



Get Inspired

Reoccurrence Cycles

FASHION TREND CYCLES

Fashion does not have a timed period. Society dictates what is popular at a certain time. According to the article,

“The cycle of Recurring Fashion always has 4 components which is the Rise, the Decline, and lastly the

Rejection”(Meondra, 2016). The cycle of the wedding gown attends to this cycle. Introduced in the Victorian era, the

rise happened as the white wedding gown became desirable. **The decline occurred** when brides started to stray away

from the traditional gown and redesigned it to fit the aesthetic of the era like the flapper style wedding dress in the 1920s.

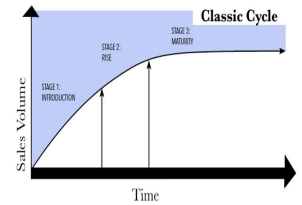
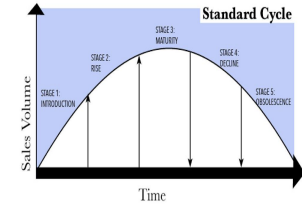
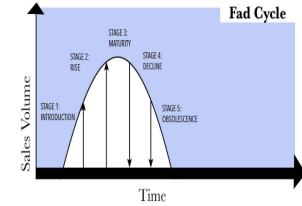
Lastly, **what has been rejected for wedding gowns were the traditional silhouettes** that included short puff sleeves

and “**the overt rejection of sexual mores at play in the traditional wedding dress**. Wedding dresses have always been,

on some level, about sex: the white as a sign of the bride’s virginity”(Garber, 2015). Due to older women getting married,

brides tend to stray away from the princess-driven designs that emphasize virginity. Vera Wang and Yolana Cris both

created a wedding dress that demystified this **idea by making a transparent wedding dress**.



Color of SS21



Wind

Sheer

Mirror

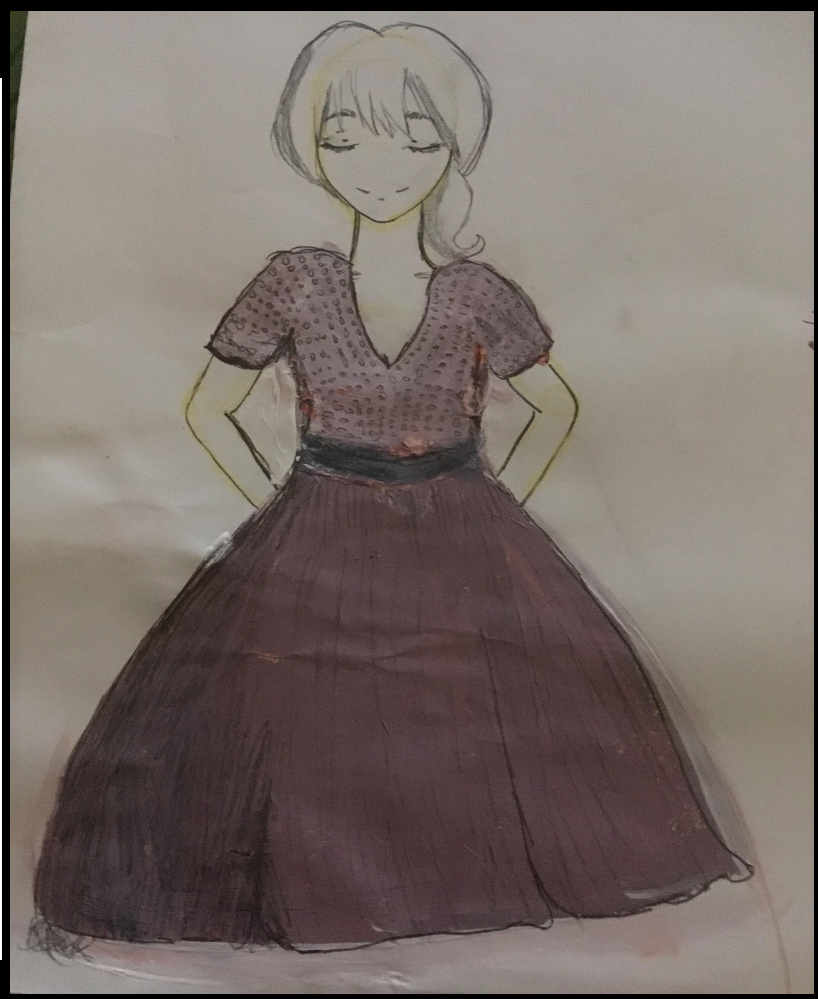
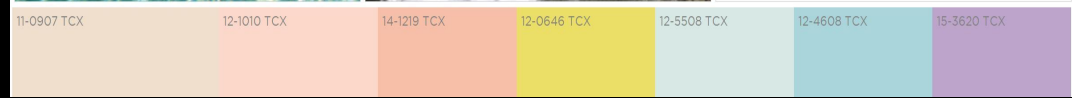
Reflect

Energy

Fluid

Trends in *FALL* 2022 : *COLOR*

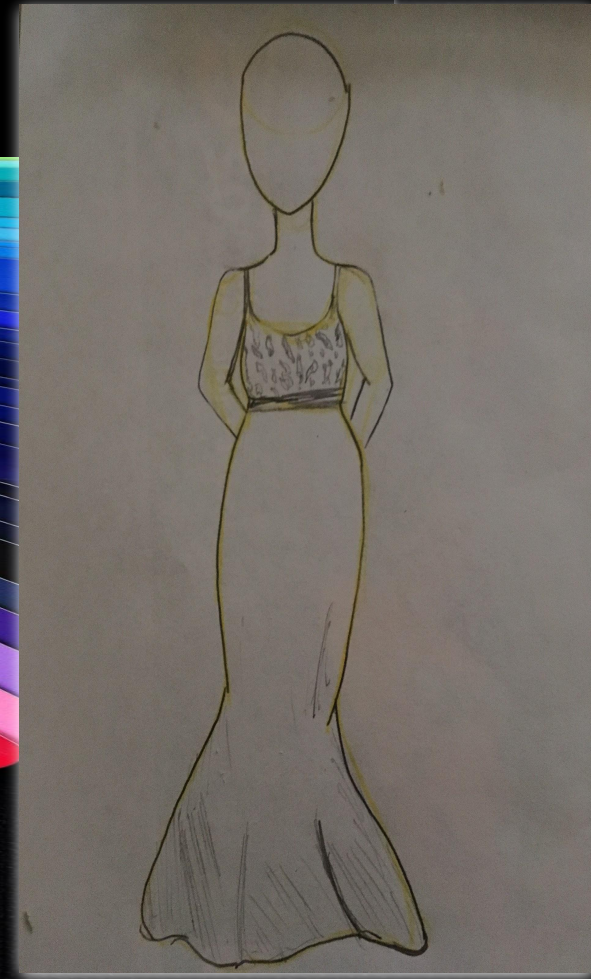
Peach parfait , *scallop shell*, *celandine*, *hushed green*, *clearwater* and *lavendula* it can be used in their wedding dress. These shades are a follow up to the “Cleanse” momentum that is viewed in Fashion Snoops. After being cleansed, the belief of starting from zero can be considered the “Growth stage”. These colors in turn represent things that often grow in nature or nurture said growth. *Celandine* and *clearwater* are two factors that produce growth; sun and water. *Scallop shell*, *peach parfait*, *hushed green* and *lavendula* represents fruits, flowers and nature that range from this color.



Trends in *FALL* 2022 :

FABRIC

- SS21 : many dresses have a lot of lace, organza and satin.
- Fall 2022, these materials will still be heavily used but lace will be a major fabric choice as it is still in its high point on the *pendulum*
- Due to lace being used for a full body, some dresses might still incorporate that idea or give brides who do not want alot a lace the choice of only lace on the upper half and a bit of organza.
- On the other spectrum, dresses with satin can provide the shine for the bride



Trends in *FALL* 2022 :

SILHOUETTE

- SS21 follows these silhouettes: mermaid, ball gown, sheath and modified A- line.
- Fall 2022's fabric choice, we might see a slight trumpet coming from the mermaid to give a little more space as we slightly stray away from the tight fitting dresses.
- Smaller option to present the “growth” ideal with its ballgowns as it gives space in the leg area for the bride. The voluminous lower half of the dress will give the impression that a flower is blooming hence the “growth” theme



Bibliography

- Bouchon, J 6 Traditional Wedding Dress Fabrics and why They're Popular Retrieved July 25, 2020, from <https://www.brides.com/story/wedding-dress-fabric-terms-information>
- Garber, Megan (2015,May) Aisle Be seeing you: The Rise of the Totally Transparent Bridal Gown.Retrieved July 19th, 2020 from <https://www.theatlantic.com/entertainment/archive/2015/05/aisle-be-seeing-you-the-rise-of-the-totally-transparent-bridal-gown/392336/>
- L. (2020, February 14). A Guide to What Suits Your Shape - the 6 Dress Silhouettes Defined. Retrieved July 26, 2020, from <http://www.timelessbridalwear.ie/6-dress-silhouettes-what-suits-your-shape/>
- Lee, Summer (2020, February) 1840- Queen Victoria's Wedding Dress Retrieved July 19th, 2020<https://fashionhistory.fitnyc.edu/1840-queen-victorias-wedding-dress/>
- Miller, J. (2018, April 3). How 20-Year-Old Queen Victoria Forever Changed Wedding Fashion. Retrieved July 10, 2020, from Miller, Julie. "How 20-Year-Old Queen Victoria Forever Changed Wedding Fashion." Vanity Fair, 3 Apr. 2018,