Salisbury
UNIVERSITY

Honor College at Salisbury University

Honors Thesis

An Honors Thesis Titled

Every Little Girl's Dream: How Wedding Planners Can Make Dreams Come True While Fighting Pop Culture's Impact

Submitted in partial fulfillment of the requirements for the Honors Designation to the

Honors College

of

Salisbury University

in the Major Department of

Communication Arts

by

Shannon McHenry

Date and Place of Oral Presentation: PCAS/ACAS Conference, October 5, 2018

Signatures of Honors Thesis Committee

	Signature	Print
Mentor:	_Pel Scovell_	Paul Scovell
Reader 1:	_Chrys Egan_	Chrys Egan
Reader 2:	_Ani Mathers_	Ani Mathers
Dean:		Andrew Martino

Every Little Girl's Dream: How Wedding Planners Can Make Dreams Come True While

Fighting Pop Culture's Impact

Shannon McHenry

Honors Thesis, Fall 2018

Paul Scovell, Mentor

Salisbury University

Introduction

Every day, thousands of couples in the United States say "I do" and take the leap from engaged to married. Unfortunately, with a fixed budget and limited time, it can be difficult for couples to plan the wedding that they strive to achieve on their own. According to the *Occupational Outlook Handbook* (2018), the field of event planning is set to grow in the upcoming years, and with that, the wedding industry will, too. With this surge in interest, weddings have also become much more commercialized. This includes television shows pitting brides against other brides and even their own families in an attempt to find a perfect dress or execute a perfect wedding, as well as televising the weddings of celebrities and royal couples, and magazines and newspapers boasting the lavish weddings of these individuals. These broadcasted events and articles may lead brides to have warped perceptions about how a wedding should go, how much it should cost, and what it should ideally look like in order to keep up with the social norms these marketed weddings set.

Wedding planners need to be able to work around the misconceptions that come from these reality show-style weddings and help couples to find what they want and what they need—which requires catering to their styles and budgets—if they are to plan an effective wedding. By researching current, popular wedding trends, the impact of pop culture on modern-day couples, and the average wedding budgets of 2018, wedding planners can understand couples' desires and effectively assist them in planning their dream weddings to cater to their wants without breaking a budget.

Previous Trends

In order to best understand the current culture of the wedding industry, one must familiarize themselves with the past. Over the past 100 years, trends have come and gone, and come back all over again. These change with the overall culture of the country and major events or milestones that are met. Trends of the past do come back into style, and some never leave. For example, wedding receptions doubling as large celebrations is a commonality that can be dated back to 1910, which is when dancing at wedding receptions first began (*Bridal Guide*). This slideshow on *Bridal Guide*'s magazine included trends from every decade since the beginning of the 20th century, and many similarities can be found between what brides today are attracted to and what was popular so many years ago.

The 1950's also held an ideology that brides today would be interested in: weddings being very formal and exaggerated (*Bridal Guide*). Despite the popularity of bohemiam-chic themes in current times (which will be discussed in a later section), Chertoff (2017) reported that 2018 would also be a year of black-tie-caliber weddings. Inspiration for these came from the 1950s and the pop culture of that time period. Wedding cakes, decorated with popular icons of the time (such as poodles) also became staples during this time period (*Bridal Guide*). The 1980's saw an extension of this attention to wedding cakes. According to *Bridal Guide*, cakes in the 80's became much more dramatic and large-scale. While the popularity of cakes has faded in and out since this time, they are making a comeback. According to Chertoff (2017) wedding cakes have risen in popularity in 2018 and will likely be a staple at receptions once again.

Current trends

Wedding cakes are not the only thing making an appearance in 2018 weddings. This trend and others are most often reported in bridal magazines and on their website counterparts. These sources are written by experts in the bridal field that possess experience and an understanding of the culture of the industry. For example, *Wedding Wire* is a popular site for brides-to-be to get tips for planning a wedding, from dress trends to venue options and everything in between. The site has a multitude of articles from its contributors that aim to make the process of preparing for a wedding as smooth as it can be. One of these articles expresses that edgy or moody color palettes, woodland themes, and geometric shapes, among other things, will be popular themes throughout 2018 (Iacia, 2018b). "Moody" colors include the likes of deep purples, navy, dark greens, etc. Furthermore, "woodland themes" would resemble a nature-filled, forest-like feel. Iacia (2018a) also notes that hoops and other wreaths, moody hues, and "foraged flowers," such as vines and branches, will be popular among floral arrangements. Within these two articles, there are similar themes that one can pick out: shapes and woodsy details.

Another article written for *Wedding Wire* by Anne Chertoff (2017) predicted that woodsy details and decorations would be a popular trend for the current year, and this proved to be true. These ideals were also mentioned in an article from *Martha Stewart Weddings*. One of these trends was moody flower palettes, which would fit in with an overall deep color scheme (Schreiber, 2018). From these two articles, one can deduce that deep, dark colors are a popular trend from this year, and that floral arrangements will be geared toward a woodsier feel and follow a similar color pattern. The first two articles

from *Wedding Wire* honed in on the appeal to forest-like themes, with vines and branches being used in decorations rather than traditional flowers. This is significantly different than what was done with floral arrangements in the past. However, there are still commonalities that one can pick out. According to Lauren Kay, a writer for *The Knot* magazine, this idea of utilizing darker colors was popular back in 2015, when "royal color schemes," which included deep reds, were in style (2015). Another commonality between 2015 and 2018 is a bohemian-style wedding, which suggests a woodsier, hippie-like atmosphere. This is prevalent in the floral ideals that are popular this year. However, these trends did not simply come-to-be, and neither did the wedding traditions that people are familiar with today. Throughout the years, there have been many style changes in popular culture and wedding culture alike that have shaped the average wedding today.

Pop Culture's Impact

While the past is a major contributor to current trends in weddings and virtually everything in daily life, popular culture also plays a large role in this. Although social media was not in existence until recent years, brides from decades before were still impacted by the styles of celebrities and royalty. Otnes and Pleck (2003) explain this concept in their book *Cinderella dreams: The allure of the lavish wedding.* They note that the initial intrigue of having upscale, fancy weddings as opposed to more subdued ceremonies came from "the development of a romantic consumer culture" (Otnes & Pleck, 2003, p.26). In other words, the overall consumer market has been romanticized to convince women that they need or desire certain things they may not have initially thought they needed. This all stems back to the tale of Cinderella. Otnes and Pleck (2003) explain that the story of Cinderella encompasses the overall idea of the "American

dream" as a true underdog story of overcoming odds, and also brought to light the concept of marrying for love, not for status (p. 26). This concept completely contradicts most of history, where marriage was mostly utilized for political purposes and had nothing to do with a romantic connection between two people.

But what initially led brides to want extravagant events? Otnes and Pleck (2003) credit this to the 1840 marriage of Queen Victoria and Prince Albert, because brides saw what the royal couple had and wanted to incorporate some of their ideas in their own personal ceremonies (pp. 30-31). Therefore, even before television and social media allowed for easy access to them, royal weddings have always attracted larger audiences. There have been several royal weddings in this past decade, and each one has had immense popularity, even in the United States. According to Stelter (2018), there were 29 million people in the United States alone that watched the marriage between Prince Harry and Meghan Markle on live television. This means that 29 million people were exposed to the lavish ceremony and therefore were impacted by what they saw.

The royalty and celebrity-centered culture of 2018 is not unique to this decade. Instead, individuals have been intrigued by these larger-than-life individuals for years. In fact, in the early 20th century, "newspapers and magazines began to publish black-and-white photographs of celebrity weddings" (Otnes & Pleck, 2003, p. 35). This trend allowed for more women to face exposure to the upper-class, more expensive weddings that celebrities were able to achieve.

So how does the media truly affect those who are exposed to royal weddings? According to Simões- Ferreira (2013) in her study of the marriage between Camilla Parker-Bowles and Prince Charles, there are multiple types of impacts on those who

consume media regarding royal weddings. These two types are logos, which represents truths and statistics, and mythos, which establishes "meanings of good and evil, beautiful and ugly... thus suggesting... ideologies and stimulating desires and emotions" (Simões-Ferreira, 2013, p. 87). In other words, journalists can portray mythos— just as they do pathos—to make their audience experience certain thoughts or feelings. For example, if a reporter describes someone's wedding as "extravagant and whimsical," it will likely leave their audience thinking that it was something positive and attractive.

Simões- Ferreira's argument suggests that the way in which reporters write or speak (meaning their wording, style, etc.) suggests certain things to brides about given weddings and trends, which can lead them to believe some are good and some are bad. That is the same with watching royal weddings: because they are expected to be lavish, brides will see what happens in the wedding and assume that this is the expected for a perfect wedding (based on mythos) and could alter their perceptions of what is expected, or what is "good." Whether or not these brides and other individuals who watch the weddings choose to give in to the ideas and practices that were displayed at this wedding, they are still influenced by them because they are taking in what is occurring and potentially being impacted from a logos or mythos standpoint.

This ties into a vital point brought up by Winch and Webster (2012). They bring to light the fact that *Hello!* and *OK* magazines publish pictures and articles about celebrity weddings, in which the "narratives convey extraordinariness through representation of excess" (Winch & Webster, 2012, p. 56). In other words, these popular sources of information are emphasizing the dramatization of celebrity weddings in a way that highlights the extremeness of them. This once again opens up the likelihood of unfair

comparison of the everyday bride to one of great wealth, which could lead the everyday bride feeling unsure of herself or even cheated out of something she deserves, simply because she cannot afford it. These articles allow for any individual from nearly any class to have exposure to these lavish events, and perhaps even lead them to desire to have an event similar to that of these celebrities. However, they may compare what they can afford to what celebrities pay and think that they cannot have the wedding of their dreams simply because their budget is not as high as an A-list individual.

With the constant access to media at our fingertips, it is no surprise that celebrities and popular culture are still large factors in how brides view themselves and their weddings. Pop culture includes television, print media, social media, and everything in between. Dr. Veronica Hefner from Eastern Kentucky University studied the impact of wedding shows on the average individual who watches them. She found that people who watch these shows to learn often look for "how to have a wedding or a relationship" (Hefner, 2016). In other words, these women were trying to understand the components of what a relationship should look like, or how a wedding should play out, which could be quite toxic to viewers. However, Hefner also found that these shows impact those who are single and those who are not differently. It shows those who are single that "love conquers all," thus having a more positive impact on them, while it could frustrate people who are already in relationships, as it leads them to compare these T.V. fairytale romances to their own relationship (Hefner, 2016). This idea of overexaggerated romances is quite prevalent in the reality television realm of today.

The TV show *Say Yes to the Dress: Atlanta* has been on the TLC Network since 2010 and has time and time again shown successful trips to a bridal gown shop where

brides find the dress of their dreams. The appointments almost always follow a similar pattern: bride has a dress that she falls in love with that her "entourage" (or the group of people she brings with her to shop) isn't nearly as interested in. Tears are shed by the bride, more dresses are tried on, but eventually the entourage comes around and falls for the dress the bride has wanted all along. While this show is certainly entertaining and often uplifting, it can easily give brides misconceptions about how their experience as a bride-to-be will pan out, and could also leave them feeling short-changed.

For example, on the episode "A Case of Tunnel Vision," model Niki Taylor came with a bride as a member of her entourage. The bride's fiancé had been in a near-fatal car accident, and his medical bills were quite expensive. Since Taylor had once been in a car accident this bad, she sympathized with the bride, and decided to tag along on her appointment for moral support (Butler, 2015). However, this once-in-a-lifetime opportunity did not stop there. The show took it a step further, and paid for the bride's dress, as the one she wanted was over her budget (Butler, 2015). In short, this bride had the opportunity to meet and shop with a world-renowned model, and was also relieved of having to pay for her wedding dress. This episode instilled a feeling of happiness and comfort in viewers, but could also lead brides to feel like they did not get treated the way they deserved.

TLC, which is the home of many wedding shows, including the previously mentioned *Say Yes to the Dress Atlanta,* as well as its mother show, *Say Yes to the Dress*, has recently unveiled a new show titled *I Want That Wedding*. According to TLC's website (2018), this show takes fiancées to three weddings of varying budgets (his, hers and one in the middle) in order to help them come to an agreement about the budget of

their own wedding. While the show is entertaining for viewers because they get to watch the drama of the couple and witness the stark differences between weddings of different budgets, this can legitimately take a toll on the viewer.

By pitting various budgets against on another, it could make viewers with lower incomes get the false idea that their wedding cannot be everything they want because they do not have the means to do this. Instead of focusing on what the bride and groom truly want, this show puts the focus solely on the monetary value of the wedding, which can be quite toxic. For example, the sixth episode of the series is titled "Fine dining or dollar tacos," which immediately pins the pricy, extravagant wedding against the lower-budget one, while also giving the latter a negative connotation (Diamos, 2018). Just the simple wording of the title already discriminates against the idea of wanting or even needing to save money, which could in turn make brides with less means to fund a wedding feel inferior to those who have more. In conclusion, popular culture has taken the wedding industry by storm and likely has an even greater impact on brides than they realize. Unfortunately, popular culture is not the only facet that couples take into account when beginning to plan their weddings.

Budgeting

Setting a budget is often a tough subject when it comes to the wedding planning process, as couples typically see it as a hard cap to what they can do. Budgets can range anywhere from low thousands to millions of dollars. However, according to *The Knot's* 2017 article "Wedding budget 101," the average cost of a wedding for everyday individuals is $33,391. This can be broken down into several main categories, which will be used in this study to set up an initial base for each category. Unfortunately, most

couples/their families do not have that kind of money to spend on one event. While budget is often determined by whatever the party paying for it is able to pay, outside factors can also impact that. For example, as previously mentioned, Winch and Webster (2012) noted that in several tabloid magazines, the price of celebrity weddings is mentioned constantly (p. 56). This could be toxic to women who are in the midst of planning a wedding; seeing lavish weddings that may appeal to them with a price tag that is simply unattainable to them.

While planners cannot really make many changes to the budget, as these are often set in stone by the party paying for the wedding, they can help combat the stigma that beautiful weddings come with a heavy expense. One way to combat this notion is the idea of DIY-ing one or more aspects of a wedding. DIY, or do-it-yourself, has been a popular shift in party and wedding planning alike, with websites such as Pinterest offering both inspiration for weddings and legitimate projects that brides and others can design themselves for their weddings. These projects could be save-the-date cards, place cards, decorations, food stations, and everything in between. The trend of using Pinterest is not new, nor is it uncommon. In fact, according to Hutchinson (2017), Pinterest released statistics regarding the popularity of wedding-related actions on their site, and they found that each year, 40 million users utilize the site for some aspect of the wedding process.

But what about the bigger picture? How popular is the concept of DIY-ing for a wedding? According to a study done by *The Wedding Report*, this concept was pretty popular for multiple aspects of a wedding: 57% DIYed print items, 25% made their own foods, 50% did their own décor, and 49% formed their own favors (as cited in Bridebox, 2013). While this data is several years old, knowing how popular wedding searching was

on Pinterest just last year shows that these high levels of handmaking various aspects of a wedding is not outdated. Bridebox (2013) also did a study of their own and found that 78.3% of couples planned to do or had done some form of DIY for their wedding.

DIY is not the only way to save, nor does it mean not being trendy for the sake of saving money. According to Bordgas (2018), there are many quick and easy ways brides can achieve the weddings they desire, all while saving money, including using in-season flowers or utilizing less flowers and more of other types of plants and pieces unrelated to florals. However, saving money does not have to only apply to decorations. Bordgas (2018) also lists ways in which couples can save on receptions and food and drink, such as picking a venue that allows for both the ceremony and reception to take place so there is no in-between travel, as well as only selecting several alcoholic beverages that attendees may choose from as opposed to having an open bar. Planners and couples could discuss these options and many other alternatives in order to cut costs wherever necessary for the couples' budgetary needs.

Conclusion

In summation, brides are impacted by the dramatization of lavish weddings everywhere they go; from television shows, royal weddings, and tabloid magazines. This phenomenon is not a new one, either. Brides are faced with what seems like an impossible challenge: plan a wedding of their dreams that can resemble these extravagant weddings (if that is what they want), but do so on an often much tighter budget. Wedding planners need to be aware of these stigmas and where they can come from in order to plan an effective strategy to combat or work with them. They also need to be aware of trends of the past and of current day for the sake of understanding what brides are looking

for in their themes and ideas. Floral, bohemian themes are very popular in 2018, as are deeper, moodier color schemes. Furthermore, with the rise in popularity of DIY weddings, especially through websites such as Pinterest, brides and planners alike are capable of finding and even implementing homemade, inexpensive alternatives to the flashy décor so often found in these popular weddings that are still on trend.

By understanding every facet of the wedding trend industry and also being aware of the financial concerns their clients may have, wedding planners can successfully plan the wedding that the bride has been imagining since she was a little girl. While planners cannot eliminate the impacts that pop culture may have on brides, by being aware that they exist, they can understand where brides are coming from and work to break these down or find alternatives to the more expensive so that brides are able to get what they want with what they have. Finding alternatives to the lavish and showing brides that they can have a trendy wedding on any type of budget, planners can truly make dreams come true.

The Plan

The Couple's Profile

Chloe Morris and Johnathan Stevens are to be married on Saturday, October 13, 2018. They plan to marry in Monkton, MD. Their wedding will have a guest list of 120, but anticipate a total of 115 guests, with 10 in the wedding party (the bride, the groom, four bridesmaids and four groomsmen). Their overall budget is $27,000. Chloe has expressed that she is interested in implementing a deeper color scheme and a woodsier feel for her fall wedding and wants to DIY some of the aspects of the wedding herself.

Color Scheme

While the colors used can vary in number, shades, etc., showing several color schemes to brides is effective in ensuring they get exactly what they're looking for. Chloe is interested in a "moody" color scheme, which would include deeper colors. She wants purple to be the main color of her wedding, so she is going to select a darker, deeper shade of purple (Figure 1). She will then select complimentary colors, which will go well with the purple and will follow the moody overtone (Figure 2).

Venue

The venue for both the ceremony and reception will be the Manor Tavern in Monkton, MD. The ceremony will take place in the outdoor space My Lady's Terrace at 3PM, which will then double into the reception area along with the indoor Sunroom from 4-7PM. This combination of an outdoor and indoor venue allows for a very natural feel and bohemian design. Finding a space that can double as both the ceremonial space and

reception following allows convenience by avoiding travel between the two and can also assist in keeping transportation costs low.

Catering

The Manor Tavern provides their own catering services with an extensive menu and various options for both the food served and the bar. They offer three different menu options, all plated, at low, medium, and high cost, so the couple can decide on which plates best suit their guests and budget. This will be further broken down in the budget.

Stationary

The Save the Date notifications will be purchased from Vista Print and will cost around $177 for a total of 150 invites, with envelopes included. These can be designed with theme colors or designs, such as a deep purple, to give guests a taste of what to expect at the wedding (Figure 3). The place cards can be store-bought, or DIY-ed by the bridal party. DIY place cards add a personalized touch for each individual, and can also represent the theme that the bride chooses, such as a more natural one (Figure 4).

Decorations

Centerpieces: These will follow the overall theme that has been laid out. If the bride chooses a more floral, natural route, as Chloe has, the decorations can be more detailed and eccentric, or very simple. Chloe is looking to do more DIY as opposed to purchasing pre-made decorations, so she could find simpler designs that she could make herself (Figures 5, 6).

Other Decorations: Centerpieces are not the only decorations to consider when deciding on what to make for the wedding. Having pieces at the entrance of the reception is a great way to show off a theme and to invite guests in with a personal touch (Figure 7). Furthermore, ceremony and reception spaces that have extra free space could also use decorations off to the sides that add more appeal to the room (Figure 8).

Flowers: As a means of finding flowers for the bride and her bridesmaids' bouquets at a lower cost, Chloe has selected iberis, sweet alyssum, snakeroot, and pansies as potential floral pieces, as these are all in-season in October and would all fit within her selected color scheme (Picard & Fantozzi, 2018).

Attire

Brides have the final say in what dresses the bridesmaids will be wearing. One trend that has been common in recent years has been allowing bridesmaids to select different dress styles for themselves, but get them in the same color so that they still match one another. This is a great choice if there are members of the bridal party with different styles and body types, as they can pick which dress works best for them, while still going with the bride's color choice.

For this wedding, the bride has suggested longer dresses because of the cooler temperatures likely to be present at this point in the year and has selected a deep purple for the bridesmaids to wear to add a pop of deeper color (Figure 9).

Agenda/Event Schedule

The bridal party will be getting ready together prior to the event and will carpool to the venue. The groomsmen will do the same and will be kept in separate rooms at the venue until the ceremony.

2:45PM: Guests will arrive and begin getting seated for the ceremony

2:55PM: Groom will arrive

3:00PM: Officiant will begin the ceremony

3:45PM (tentatively): Following the ceremony, the photographer, newlyweds, wedding party, and family will take pictures outside in the ceremony space as the reception area is being set up

4:00PM: Reception begins and bar is opened

4:15PM: Couple is introduced; has first dance, followed by father-daughter dance

4:30PM: Mingling time, music is played

5:00PM: Dinner is served

5:45PM: Dancing and dinner clean-up

6:15PM: Cake is cut, bouquet and garter are thrown

6:20PM: Dessert is served and dancing continues

6:55PM: Ensure all guests have left and assist any who need it outside

7:00PM: Waving goodbye to the couple outside as they leave; clean-up begins by event staff

      *Note that this is only tentative and is subject to change based on weather, traffic, and venue issues as they arise. The planner will be in constant communication with the venue's contact person and the main contact for the wedding party to take any and all stress off of the bride and groom.

Budget

The budget for Chloe and Johnny's wedding is set at $27,000, as they are paying

for it all themselves, although it is "tradition" for the bride's family to pay for the

wedding. Once all of the details are worked out, the planner can move around money so

that the couple can get the most out of their budget. According to The Knot (2017), each

sector of a wedding can be divided up into a percentage of the total cost: "reception (48-

50 percent), ceremony (2-3 percent), attire (8-10 percent), flowers (8-10 percent),

entertainment and/or music (8-10 percent), [photo/video] (8-10 percent), stationary (2-3

percent), rings (2-3 percent), parking and transportation (2-3 percent), gifts (2-3 percent)

and… miscellaneous costs (8 percent)." It is important to note that these percentages are

not universal; they will vary with every couple, as each couple prioritizes different

aspects of the wedding.

Using the medians of these percentages, the planner can find what the couple

would "likely" pay for each aspect of their wedding (Figure 10). Note that these funds

can be moved around as the couple makes decisions regarding their decorations,

reception, etc. They can also be adjusted if the couple spends less in one category than

they intended.

Should the couple choose the cheapest menu option, the Farmstead, it would cost

$46 per person for a total of $5,290. The couple definitely wants to have alcohol at the

wedding, and the open bar is $20.95 per person for a total of $2,409.25. Finally, with all

of the staff and service fees combined with the food and beverage, the grand total would

come to $9,839.25 (The Manor Tavern).

Summary

In summary, Chloe is interested in the current popular trends for her wedding this fall. She has chosen to DIY a few aspects of the wedding to cut back on costs and add personal touches to the ceremony and reception. Her flowers, decorations, and bridesmaid dresses will all follow her chosen color scheme; the decorations can be utilized during both the ceremony and reception. The venue for both the ceremony and reception will be The Manor Tavern to avoid unnecessary transportation issues. Finally, their budget can be divided into sections that represent the "average" spent on each facet of the wedding, but funds can be moved around if the whole amount is not spent for certain categories.

References

Boho. (2017). Lauren and Jack's boho chic Gloucestershire wedding by Nicola

Thompson Photography. *Boho Weddings*. Retrieved from http://www.boho-

weddings.com/2017/03/27/boho-chic-gloucestershire-wedding-by-nicola-

thompson-photography/

Bridal Guide. (n.d.) Weddings through the ages: From the 1900s to today. *Bridal Guide*.

Retrieved from https://www.bridalguide.com/planning/weddings-through-the-

ages#136617

Bridebox Wedding Albums. (2013, April 29). The numbers behind the DIY wedding

[Blog post]. *Bridebox Wedding Albums Blog*. Retrieved from

http://www.bridebox.com/blog/diy-wedding-statistics/

Butler, V. (Director). (2015, February 13). A case of tunnel vision [Television series

episode]. In C. DeBevoise (Executive producer), *Say yes to the dress: Atlanta*.

Atlanta, GA: TLC

Chatel, A. (2016, March 1). This is the average number of wedding guests in the U.S.

Bustle. Retrieved from https://www.bustle.com/articles/145193-this-is-the-

average-number-of-wedding-guests-in-the-us

Chertoff, A. (2017, Oct. 2). 2018 wedding trends, straight from the experts. *Wedding

Wire*. Retrieved from https://www.weddingwire.com/wedding-ideas/2018-

wedding-trends-from-the-experts

Chloe. (2018). 55 relaxed summer woodland weddings. *Happy Wedd.* Retrieved from

   http://happywedd.com/wedding_theme/55-relaxed-summer-woodland-wedding-

   ideas.html

Color Palette. (2018). *David's Bridal.* Retrieved from

   https://www.davidsbridal.com/Content_StyleandFashionGuideColorInspiration_

   colormain

Cuccinelli, J. (2017, Dec. 12). Pinterest's 100 report is here, and these are the top

   wedding trends of 2018. *Brides.* Retrieved from https://www.brides.com/

   story/top-wedding-trends-of-2018-from-pinterest-100

David's Bridal. (2018). Color Palette. *David's Bridal.* Retrieved from

   https://www.davidsbridal.com/Content_StyleandFashionGuide-

   ColorInspiration_colormain

Deer Pearl Flowers. (2018). 2018 modern wedding trend: Terrarium geometric details &

   ideas. *Deer Pearl Flowers.* Retrieved from https://www.deerpearlflowers.com/

   terrarium -geometric-details-ideas/

Diamos, C. (Editor). (2018). Fine dining or dollar tacos [Television series episode]. *I

   want that wedding*: TLC.

Elegant Wedding Invites. (2018). Chic dark and moody fall wedding ideas and colors.

   Elegant Wedding Invites. Retrieved from https://www.elegantweddinginvites.

   com/wedding-blog/chic-dark-and-moody-fall-wedding-ideas-and-colors/

Hefner, V. (2016). Interview by M. Bonner [Transcript]. *American Psychological Association*. Retrieved from http://www.apa.org/pubs/highlights /podcasts/episode-16.aspx

Hutchinson, A. (2017). Pinterest releases new data on how people use the platform for wedding plans. *Social Media Today*. Retrieved from https://www.socialmedia today.com/social-business/pinterest-releases-new-data-how-people-use-platform- wedding-plans

Iacia, S. (2018a). The 2018 wedding flower trends you won't want to miss. *Wedding Wire*. Retrieved from https://www.weddingwire.com/wedding-ideas/wedding- flower-trends

Iacia, S. (2018b). The 2018 wedding décor trends you're about to see everywhere. *Wedding Wire*. Retrieved from https://www.weddingwire.com/wedding ideas/wedding-decor-trends

jobarnes. (2007). Aubergine dreams. *Colour Lovers*. Retrieved from https://www.colourlovers.com/palette/85731/aubergine_dreams

Kay, L. (2015). 10 hot new wedding trends for 2015! *The Knot*, XO Group, Inc. Retrieved from https://www.theknot.com/content/2015-wedding-trends

The Knot. (2017). Wedding budget 101. *The Knot*. Retrieved from https://www.theknot.com/content/wedding-budget-ways-to-save-money

The Manor Tavern. (n.d.) Menu. pdf.

Matthews, L. (2011). A modern, romantic wedding in Denver. *Brides*. Retrieved from
https://www.brides.com/gallery/colorado-real-wedding-jenny-john-romantic-
winter-wedding#slide=7

Meeting, convention, and event planners. (2018, January 30). *Occupational Outlook
Handbook*. Retrieved from https://www.bls.gov/ooh/business-and-
financial/meeting-convention-and-event-planners.htm

Mia. (2018). 61 cutest potted plants ideas for your wedding. *Happy Wedd*. Retrieved
from http://happywedd.com/decor/61-cutest-potted-plants-ideas-for-your-
wedding.html

Mooney, J. (2018, Feb. 27). 10 wedding trends for 2018, from the Joy wedding planning
app. Retrieved from https://www.brides.com/story/wedding-trends-for-2018-
from-joy-app

Otnes, C. O., & Pleck, E. H. (2003). *Cinderella dreams: The allure of the lavish wedding*.
University of California Press. Retrieved from
http://www.jstor.org/stable/10.1525/j.ctt1pn8tw

Picard, C., & Fantozzi, S. (2018). 15 flowers that need to be in your fall garden. *House
Beautiful*. Retrieved from https://www.housebeautiful.com/lifestyle
/gardening/g2813/november-flowers/?slide=10

Schreiber, S. (2018). 13 new wedding trends to watch for in 2018, according to planners.
Martha Stewart Weddings. Retrieved from https://www.marthastewartweddings.
com/624928/new-wedding-trends-2018

Simões-Ferreira, I. (2013). The wedding of Prince Charles and Camilla Parker-Bowles:

Royal mediation and press mediatization. *Catalan Journal of Communication and*

Culture Studies, 5(1), 83-96. doi: 10.1386/cjcs.5.1.83_1

Stelter, B. (2018, May 21). 29 million people in the US tuned into the royal wedding.

CNN. Retrieved from https://money.cnn.com/2018/05/21/media/royal-wedding-

ratings/index.html

TLC. (2018). *I Want That Wedding*: About. *TLC*. Retrieved from https://www.tlc.com/tv-

shows/i-want-that-wedding/about

VistaPrint. (2018). Save the date cards. *VistaPrint*. Retrieved from

https://www.vistaprint.com/stationery/save-the-dates?project_id=345facda-c7eb-

496f-8a0e-b01c17bf50e6

Winch, A., & Webster, A. (2012, February). Here comes the brand: Wedding media and

the management of transformation. *Continuum: Journal of Media and Cultural*

*Studies, 26*(1), pp. 51-59. doi: 10.1080/10304312.2012.630143

Appendix
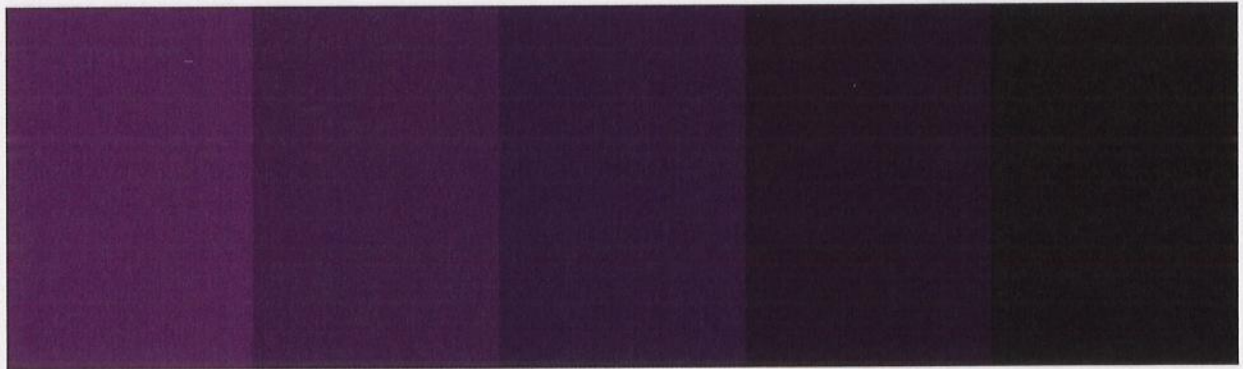
Figure 1. These shades of purple are all potential options for Chloe to select as her main color, as they all fit into the "moody" scheme (jobarnes, 2007).

Figure 2. This is a color scheme that fits both the moody and nature themes that the bride is going for: it has the deep purple she likes, a darker green for the natural feel, and several lighter colors to create a good balance (Elegant Wedding Invites, 2018).
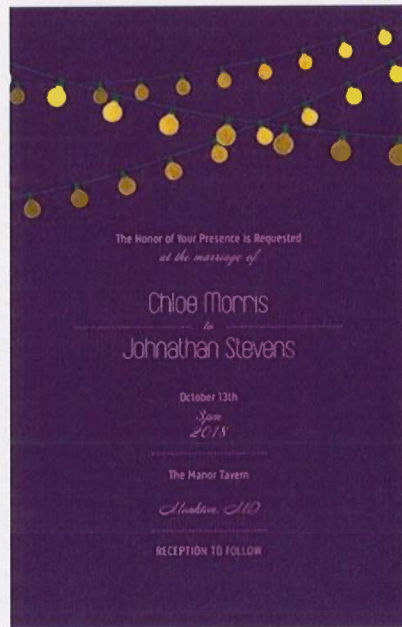
Figure 3: A save-the-date that was created online in the main color that the bride has

chosen (VistaPrint, 2018).

Figure 4: A simple place card holder that can be made out of fake pinecones, cardstock,

and a thin-tipped marker. This is a simple DIY project that the bride can create herself,

captured by Tracy Carolyn Photography (as cited in Matthews, 2011).

Figure 5. This centerpiece is much more modern and has the geographic shapes that are another popular trend of this year. It also has the floral aspects that the bride would like, but these would be replaced by other flowers that suit the color scheme more appropriately (Deer Pearl Flowers, 2018).

Figure 6. This centerpiece is a simpler, more nature-focused one. It is an easy DIY-

project; requiring only a flower pot, a plant of the bride's choosing, and cardstock for the

table number (Mia, 2018).
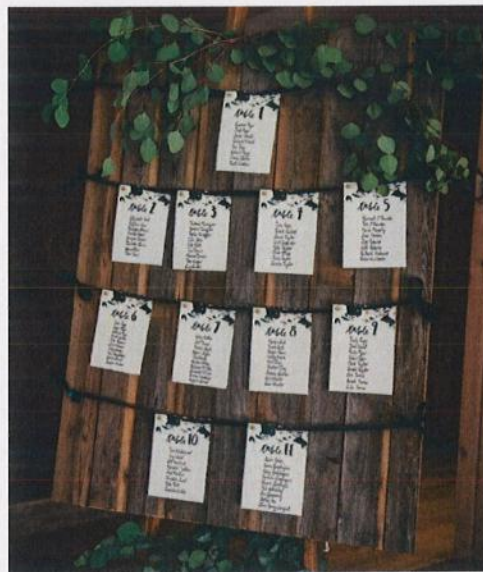
Figure 7. A stained wooden board with fake leaves makes a nice bohemian seating chart.

This is another design that could be DIY-ed by the bride, which was photographed by

Nicola Thompson Photography (as cited in Boho, 2017).

Figure 8. This piece can be used as decoration for a ceremony, reception, or both! This design can be DIY-ed and LED candles could be used if the site does not allow candles (Chloe, 2018).

LAPIS   PLUM
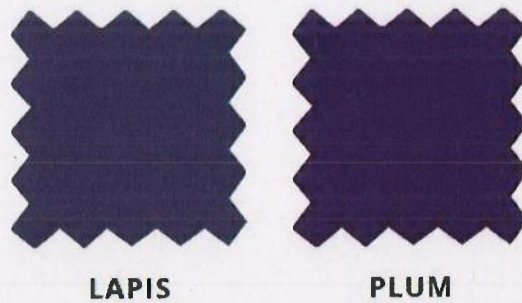
Figure 9. These are two color options for bridesmaids' dresses that the bride could choose between to fit her color scheme (David's Bridal, 2018).

Category	Cost
Reception (49%)	$13,230
Ceremony (2.5%)	$675
Attire (9%)	$2,430
Flowers (9%)	$2,430
Entertainment/Music (9%)	$2,430
Photo/Video (11%)	$2,970
Stationary (2.5%)	$675
Rings (2.5%)	$675
Parking/Transportation (2.5%)	$675
Gifts (2.5%)	$675
Miscellaneous (8%)	$2,160

Figure 10. This is what the breakdown of the $27,000 budget selected by the couple

would look like (The Knot, 2017).