



2018 WEDDING TRENDS

John Lewis

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As the nation prepares to celebrate the royal wedding of Prince Harry and Ms. Meghan Markle on 19 May this report looks at the wedding trends of 2018 - from what's on gift lists, what we're wearing to weddings and where couples are honeymooning.

It also looks at how fashions and trends have changed since Prince William and Kate Middleton married in 2011.



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RISE OF THE WEEKDAY WEDDING

Research by Wedding Insurance from John Lewis Finance has found that almost a quarter (24%) of weddings now take place on a Thursday or Friday. Over the past five years the number of people getting married on a Thursday has increased by 61% and the number of weddings held on a Friday has increased by 8%.

The research also found that getting wed on a Wednesday is a growing trend, with the number of weddings taking place on this day increasing by 91% over the past five years.

While the nation will be turning out in May to celebrate Prince Harry and Meghan Markle's wedding research by Wedding Insurance from John Lewis Finance has found that August is consistently the most popular month to get married. May is the fifth most popular month to get married chosen by just 11% of couples.

2018'S MOST POPULAR OVERSEAS WEDDING DESTINATIONS

(YEAR TO DATE):

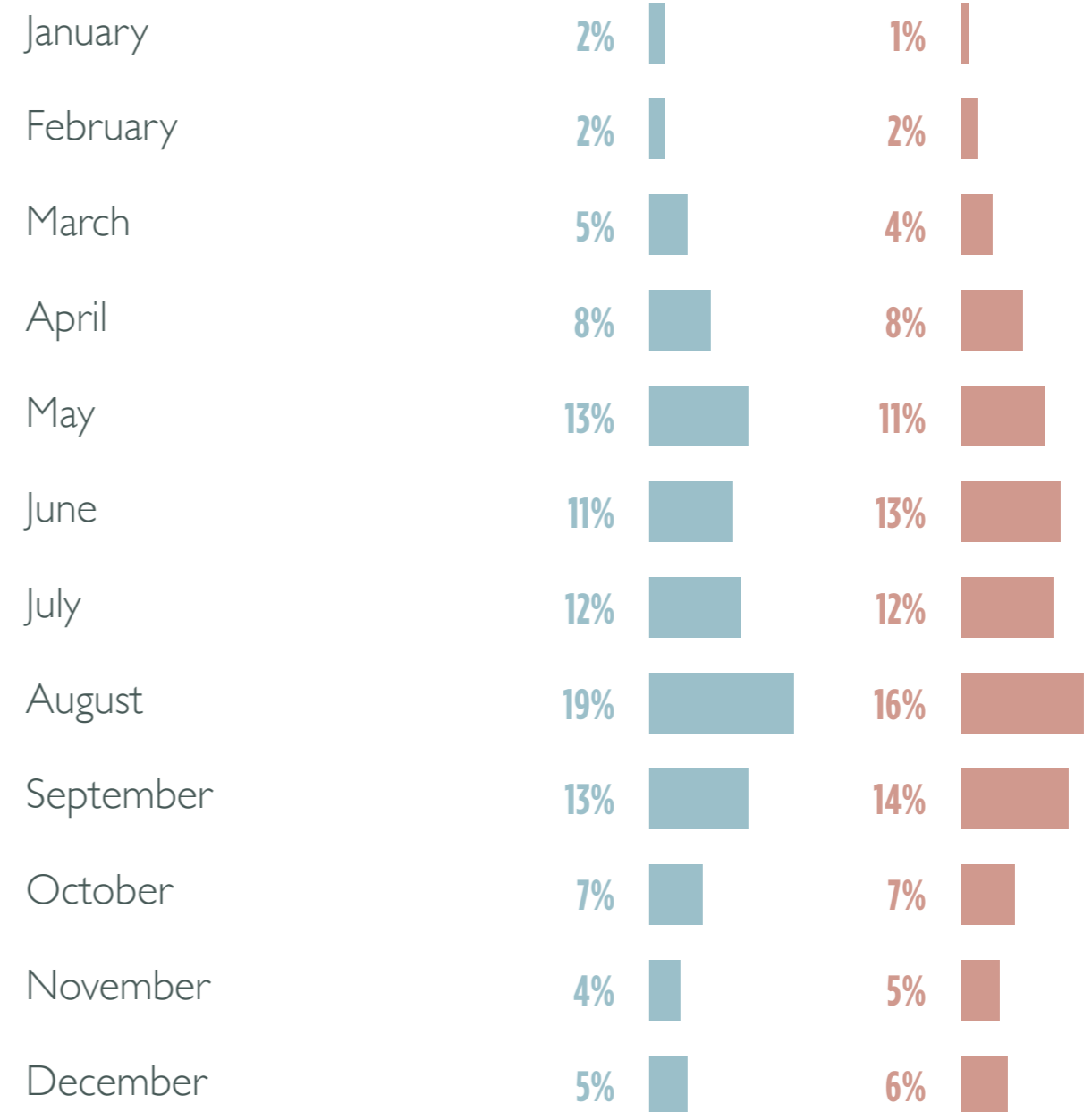
1. Italy
2. France
3. Greece
4. Spain
5. Ireland
6. Cyprus
7. Portugal
8. USA
9. Mexico
10. South Africa

Research provided by
Wedding Insurance from
John Lewis Finance
(based on RSA data 2018 year to date)

MOST POPULAR MONTH

2013

2018 (YTD)



(Based on RSA data Jan 2013 - Dec 2013 and 2018 year to date)

GIFT LIST TRENDS

John Lewis introduced its Gift List service in the 1960s with the creation of Brides' Books.

Couples typically register for their John Lewis Gift List nine to twelve months before their wedding and start to build their list six to eight weeks before their big day.

The choices of couples have changed dramatically since the 60's when duvets and lazy susans dominated gift lists. Today, we're increasingly seeing couples create lists which reflect their adventurous and high tech lifestyles and include their honeymoons and donations to charity.

The way to a wedding present you really want is The Brides' Book of

John Lewis



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The trend for friends and family to pool funds to give one big gift rather than multiple smaller gifts has meant that the number of individual gifts purchased from John Lewis Gift Lists has gone down from an average of 61 gifts in 2011 to 46 gifts in 2018. We encourage couples to offer their guests a wide range of gifts to choose from and couples typically receive about 70% of items on their gift list; though some choose to buy the rest of the items themselves.

HOW GIFT LISTS HAVE CHANGED SINCE PRINCE WILLIAM AND KATE MIDDLETON MARRIED

Tasneem Shafiq, Manager of John Lewis's Gift List Service said;

"The big shift we have seen since the year Prince William and Kate Middleton got married is that couples are choosing technology and in particular smart home products over traditional homeware. In 2011 our most popular gift list product by value was a cutlery set whereas in 2018 1st and 2nd place are taken by smart speakers."

"The most expensive gift list product in 2011 was a £2,500 sofa, and this year it's a £3,499 LG OLED 55 inch television."

"Lists are also increasing in value. Last year, our highest value Gift List created was £22,000 and this year it's £24,000."

"Couples are also prioritising big honeymoons and asking for contributions. Requests for Kuoni honeymoon contributions have increased 375% since 2011."

Since 2011 the nation's obsession with great food and cooking has continued to rise and as a result, when choosing homeware products, couples are opting for barista-style coffee machines, gourmet steamers, pasta making machines and non-fat frying pans. In 2011 they were more likely to ask for microwaves, woks and slow cookers.

Not only have cooking choices changed but also how we eat and as a result bowls are now more popular than plates. In 2011 more plates were given as gifts than any other product but now the most-bought gift is a bowl.

The top three most desired brands which appear on Gift Lists are John Lewis, Le Creuset and Robert Welch and these remain unchanged since Prince William and Kate Middleton got married.

ITEMS WHICH APPEAR ON 2018 LISTS WHICH WEREN'T ON 2011 LISTS

- ◆ Firepits
- ◆ Voice activated speakers
- ◆ Star Wars Droids
- ◆ Barista bean to cup coffee machines



GIFT LIST PRODUCTS WHICH DEFINED THE YEARS

THE 2018 GIFT LIST

THE 2011 GIFT LIST

HOME AND TECH

Smart speaker (Sonos)
 Soundbar for home cinema
 Smart thermostat
 Firepit
 Star Wars Droid
 Voice activated speaker e.g. Google Home



Hi-Fi systems
 DVD Player
 Landline telephone
 FM Radio
 Digital photo frame
 Digital camera

COOK

Eaziglide non fat frying pans
 Steamer pot set
 Pasta machine
 Barista coffee machine

Wok
 Microwave
 Slow cooker
 Espresso machine



DINE

Bowls
 Gin glasses



Plates
 Napkin rings



GAMES

Settlers of Catan
 Obama Llama

Backgammon
 Cranium

PRODUCTS WHICH APPEARED ON MOST LISTS IN BOTH 2011 AND 2018

- ◆ Plate
- ◆ Towels
- ◆ Bedding
- ◆ Bowl
- ◆ Toaster
- ◆ Roasting dish



CHARITABLE DONATIONS

Prince William and Kate Middleton started a royal trend for asking for charity donations instead of gifts and this has been given a boost this year by Prince Harry and Meghan Markle who have done the same.

So far this year nearly one in 17 couples have added a charity option to their John Lewis Gift List - more than three times as many did in 2011. This year £12,000 has already been donated to charity via John Lewis Wedding Gift Lists and since 2013 nearly half a million pounds has been raised for charity in this way.

As brides and grooms think more about giving back, guests are also making considered purchases and more are choosing to shower newly-weds in biodegradable confetti. So far this year sales are up by more than a third (33.7%).





WHAT HAPPY COUPLES ARE WEARING

THE GROOM

Since Prince William and Kate Middleton got married in 2011 the trend for black tie weddings has increased with tuxedo sales growing 68% faster than other men's formal wear over the past seven years.

Kin by John Lewis Duckett
Slim Fit Dress Suit Jacket, Black

£109.00



Phase Eight Bridal Hope Wedding Dress

£595.00

THE BRIDE

This year the Phase Eight 'Hope' dress is our most popular wedding dress - £595

The plethora of advice available on sites such as Youtube and Pinterest is helping brides know how to look their very best on their big day, starting with all important underwear. This growth in knowledge is driving sales of practical underwear which enhances the dress and gives a bride confidence.

Multiway strapless bras are our best-selling bras for brides this summer with sales of our John Lewis Ivory Satin Band Underwired Strapless Multiway Bra up over 100%. This versatile bra works well with cutaway and full lace dresses which are in vogue. We also expect nipple covers, which have long been worn by catwalk models and more recently bought by customers to wear under fashionable sheer tops, to be popular this year as they work well under full lace dresses.



John Lewis Satin Band Underwired Strapless Multiway Bra, Ivory

£25.00



John Lewis 3 Pack Fabric Nipple Covers, Nude

£5.20



John Lewis Girls' Fairy Bridesmaid Dress, Ivory
£70.00-£75.00

BRIDESMAID OUTFITS

This year the most popular colours for bridesmaid dresses are silver, ivory and pale pink.

Melissa Gallagher Personal Stylist at John Lewis's flagship shop in Oxford Street said;

“Inspired by previous royal weddings and celebrities including Poppy Delevingne and Kim Kardashian, we're seeing a new trend of brides choosing white dresses not just for themselves but also their bridesmaids.”

“When choosing their own dress brides aren't just being practical when it comes to underwear, many are also choosing dresses which they will wear again to evening and special events.”

The trend for little bridesmaids has remained unchanged. This “Fairy Bridesmaids Dress” was the best selling bridesmaid dress when Prince William and Kate Middleton got married and is expected to be the best seller again this year.



Ghost Hollywood Claudia Dress, Ivory
£225.00

WHAT GUESTS ARE WEARING

The rise of the jumpsuit

Lucy Knight, Personal Stylist at John Lewis's White City Westfield shop said;

“Royal Ascot has put the seal of approval on jumpsuits as acceptable formalwear and we expect to see lots of wedding guests and even brides wearing fashionable jumpsuits this summer.”

So far this year there have been 8,715 searches on our website for jumpsuits and searches for white jumpsuits have quadrupled compared to the same period last year.



Adrianna Papell One Shoulder Jumpsuit, Ivory
£170.00



When it comes to headwear the most popular occasion hats are large, impactful disc style ones. Over the past six months sales of these have risen by 8%. However, our **fascination with fascinators** continues to grow. In 2011 when Prince William and Kate Middleton got married the ratio of fascinators to hats sold was 2:1 and this year it's already 5:1

John Lewis Crinkle Flower Fascinator, Blush
£100.00

When choosing occasion hats wedding guests' favourite colours are navy, ivory and pink.

We're seeing many customers spending more on bold, unique occasion hats such as those designed by Bundle MacLaren Millinery and worn by leading actresses, pop stars and Royalty.

Bundle MacLaren Millinery Elsa Large Side Up Flower Applique Disc Occasion Hat, Navy and Ivory
£330.00



WEDDING MAKEUP

Bobbi Brown PRO Artist, Amy Conway said;

“Brides in the UK are becoming more educated around Bridal Beauty and as such, taking their wedding makeup into their own hands. In 2017, nearly 4,000 brides-to-be booked in for a Bridal Makeup Lesson at Bobbi Brown.

“In recent years, brides have been embracing the ‘less is more’ look. This season we are really starting to see a pretty, but strong lip paired with a soft defined eye and fresh clean skin. For lipstick, we are seeing less of the nudes and browns, and turning to more of a rose and soft pink tone, which are both proving popular this season.

“The most popular lipstick shade for brides wearing Bobbi Brown make-up on their wedding day is Sandwash Pink.”



Ivory & Co. Vintage Lace Freshwater Pearl
and Cubic Zirconia Pave Tiara

£165.00

The very popular TV series “The Crown” has reminded millions of the beautiful sparkling effect a tiara brings to a very special occasion outfit; and brides know that you don't have to be a princess to wear one. Over the past six months sales of tiaras have grown 68% compared to the previous year.

Bobbi Brown Makeup
Look for Jenny Packham
2018 Bridal Show designed
by Hannah Martin, PRO and
Artistry Manager
(Photo: Jason Lloyd-Evans)



ROYAL WEDDING MEMORABILIA

Excitement is building for the Royal Wedding with website searches for 'royal wedding' products doubling in early April when sales of memorabilia grew by 67% week on week. Favourite searches include 'royal wedding mug' and 'royal wedding tea towel'.



Milly Green Harry And Meghan
Royal Wedding Apron
£25.00



Milly Green Harry And Meghan
Royal Wedding Tea Towel
£12.00



Cath Kidston Harry And Meghan
Royal Wedding Collectable Mug 330ml
£12.00



Milly Green Harry And Meghan
Royal Wedding Mug
£12.99



Milly Green Harry And Meghan
Royal Wedding Shopper Bag
£15.00



Milly Green Harry And Meghan
Royal Wedding Rollerball Pen
£5.00



Royal Collection Harry And Meghan
Royal Wedding Coffee Mug
£25.00



Royal Collection Harry And Meghan
Royal Wedding Plate Dia 22.5cm
£49.00



Royal Collection Harry And Meghan
Royal Wedding Pill Box
£35.00



Milly Green Harry And Meghan
Royal Wedding Biscuit Tin 630g
£15.00



Milly Green Harry And Meghan
Royal Wedding Tea Caddy 210g
£15.00



Milly Green Harry And Meghan
Royal Wedding Notebook
£10.99



Royal Collection Harry And Meghan
Royal Wedding Tankard Mug
£39.00

In 2011, our own brand tea towel which commemorated the wedding of Prince William and Kate Middleton was the best selling product in our Royal Wedding memorabilia range.



HOW COUPLES ARE HONEYMOONING

As the average age for getting married has risen so have expectations of honeymoons due to the fact that couples are increasingly well-travelled. The most popular destinations according to our in store expert travel partner Kuoni are all exotic.

Viceroy
Bali Hotel

HONEYMOON TRENDS

Sheena Paton, Product & Purchasing Manager at Kuoni UK, said;

“Honeymoons with a twist of adventure are on the rise from exploring Mauritius to experiencing the highlights of Thailand. Kuoni has also seen a steady increase in honeymooners combining more than one destination with Kuoni’s travel experts reporting Sri Lanka & the Maldives, Dubai & the Maldives and Singapore & Bali the most popular combinations.

“The majority of UK couples get married in the summer, which doesn’t always match the best weather in some long-haul destinations, so we’re seeing more couples opting for two bites of the honeymoon cherry. They tend to book a European stay immediately after their wedding with Italy and Greece being the most popular and head off for a longer stay later in the year.”

In 2011 31% of couples visited more than one country on their honeymoon and this rose to 42% in 2017

2018 MOST POPULAR HONEYMOON DESTINATIONS

1. Maldives
2. Mauritius
3. Bali
4. Sri Lanka
5. Thailand

2011 MOST POPULAR HONEYMOON DESTINATIONS

1. Maldives
2. Sri Lanka
3. Thailand
4. Mauritius
5. Malaysia





WANT TO KNOW MORE?

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