

#LoveEveryBODY Celebrates Size Inclusivity in Bridal Fashion

Everyone should feel their best on their wedding day—and a large part of that is finding the attire that makes you feel great. The Knot 2019 Fashion Study for Size Inclusivity asked self-identifying brides of all sizes to share their experiences with wedding fashion. Here's what we found...



Overall In-Store Shopping Experience

Although dress shopping differs from bride to bride depending on their clothing size, the majority enjoyed their overall experience (80%). See below to explore more in how the shopping experience differs, depending on size.

Most Popular Silhouette:
A-line (24%)



76% of shoppers purchased their dress from a brick-and-mortar store, though one in four brides size 12+ purchased their dress online (10% more than brides under size 12).

60% of brides size 12+ tried on six or fewer dresses before finding “the one” (compared to 49% of brides under size 12).

40% of brides size 12+ will spend extra money on shapewear (which is nearly 2X more than brides under size 12).

70% prioritize finding a dress that makes them feel confident and beautiful, however 57% of brides under size 12 also focus on finding a dress that “feel like them/their style” (compared to 48% of brides size 12+).

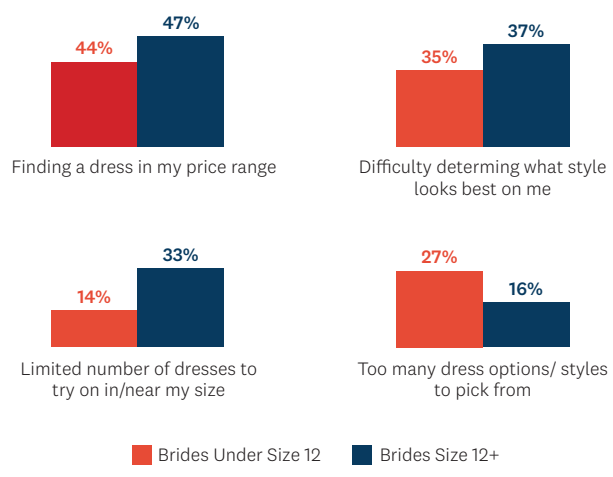
51% of brides found their dress at the first store visited (which increases to 60% among brides size 12+).

44% of brides under size 12 bring inspiration to show the stylist (+10% more than brides size 12+).

TOP FIVE DRESS DETAILS BY SIZE

Size under 12	Size 12+
1. Lace (63%)	1. Lace (63%)
2. Back Detail (41%)	2. Beading (44%)
3. Beading (39%)	3. Back Detail (29%)
4. Color (20%)	4. Color (25%)
5. Sleeves (13%)	5. Sleeves (23%)

TOP DRESS SHOPPING CHALLENGES



Challenges Faced While Shopping

For some brides (especially those size 12+), preparing for dress shopping starts well before they get to the salon.

Brides size 12+ are 2x as likely to call a bridal salon ahead of their appointment to ask about available sizes, while one in four (25%) also come armed with slimming undergarments, versus 1 in 10 (11%) brides sizes under size 12 doing the same.

Though one in three brides size 12+ found it challenging to find dresses in/near their size, over 60% said having a larger selection of dresses in their size could have improved their overall experience.

The Emotions Behind Dress Shopping

While roughly one in two brides felt excited, that excitement was often coupled with less desirable emotions such as anxious, overwhelmed and even self-conscious. In fact, nearly 50% of brides size 12+ were self-conscious going into dress shopping (2x more than brides under size 12).

However, once a bride has gone through her first dress-shopping experience, roughly one in three felt even more beautiful leaving the salon (+10%). Furthermore, one in four brides felt more confident (+11%) and that sense of being overwhelmed decreased by 15%.

TOP FIVE EMOTIONS BEFORE AND AFTER SHOPPING AMONG ALL BRIDES-TO-BE

Pre-Shopping	Post-Shopping
1. Excited (55%)	1. Excited (45%)
2. Anxious (48%)	2. Happy (44%)
3. Happy (42%)	3. Beautiful (37%)
4. Overwhelmed (40%)	4. Supported (31%)
5. Self-conscious (37%)	5. Special (28%)

One in four brides size 12+ give themselves a pep-talk prior to trying on wedding dresses.