

The Traditional Evolution of Style and Especially of Color of Bridal Dresses in Different Cultures during the Centuries

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Abstract: *The wedding is celebrated with the most formalized ceremonies. The bridal dress is a particularly important and symbolic object during modern wedding ceremonies that communicates so much about the customs of marriage, but also the personality, the femininity and the sexuality of the wearer as well as the social conventions. Many people consider the cultural traditions unchanged from generation to generation, but those concerning the wedding dress are not static, or unchanged. The styles and colors of the bridal dress have changed depending on the fashions of the era, the cultural influences and circumstances of the marriage.*

The "Traditional" white wedding dress as we know it today in Europe and North America is not very old, as it was worn just 150 years ago during the mid of 18th century. The first one was worn by Queen Victoria in 1940. Before the white gown, the bridal dress followed the concurrent silhouettes and colors of day dresses and the whites of the time were probably in cream or ivory shades.

The brides of royal families wore heavy brocaded gowns and the red color was a very popular one in Western Europe. During the interwar years a gradual shift towards the style of the evening wear and the pure white bridal dress was established. After 1934, when the church had allowed the celebration of weddings during the afternoon, the opportunity for evening receptions was given, influencing the style and colors of wedding dresses. Hollywood movies also had a major impact in the formation of the style and the change of its color..

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