

The Influence of Celebrity Weddings on Shifting Wedding Attire Fashions

Anushka Dilip Kumar Jagdale¹ and Dr. Archana Singh²

Research Scholar, Department of Fashion Design¹

Assistant Professor, Department of Fashion Design²

OPJS University, Churu, Rajasthan, India

Abstract: *Celebrity weddings have long been a source of inspiration for engaged couples planning their own weddings. This paper explores the significant influence that celebrity weddings have on shifting wedding attire fashions. Through an examination of historical and contemporary examples, social media's role in disseminating these trends, and the psychological factors at play, this paper delves into the ways in which celebrity weddings shape bridal and groom fashion choices.*

Keywords: Celebrity, Weddings, Influence, Shifting, Wedding, Attire, Fashion, Trends, Bridal, Groom Style, Aspiration, Identification

I. INTRODUCTION

Celebrity weddings are not only extravagant celebrations of love but also major influencers in the world of wedding fashion. As celebrities exchange vows in front of millions, their choices regarding wedding attire set the stage for bridal and groom fashion trends that ripple through society. This paper examines the ways in which celebrity weddings have historically and continue to influence the ever-evolving landscape of wedding attire.

Historical Influence of Celebrity Weddings

The historical influence of celebrity weddings on wedding attire fashion has been profound and enduring, shaping bridal trends for generations. One of the most iconic examples of this influence can be traced back to the mid-20th century with the wedding of Grace Kelly to Prince Rainier of Monaco in 1956. Grace Kelly, an American actress turned princess, captivated the world with her fairy-tale wedding. Her wedding dress, designed by Helen Rose, was a masterpiece of elegance and sophistication. This iconic gown featured a high neckline, long sleeves, a fitted bodice, and a billowing skirt. It set the standard for timeless bridal elegance, and the impact of what became known as the "Grace Kelly Effect" continues to be felt in wedding fashion today.

Princess Diana, another beloved figure in the annals of celebrity weddings, left an indelible mark on bridal attire in the early 1980s. When she married Prince Charles in 1981, her choice of wedding dress became an instant sensation. Designed by David and Elizabeth Emanuel, the gown featured an opulent design with puffed sleeves, a dramatic train, and intricate lace details. The dress was the epitome of the lavish, fairy-tale aesthetic that defined the era. The influence of Princess Diana's wedding dress on bridal fashion was immense, as brides around the world sought to replicate the regal and romantic look she had created. Her wedding attire choice created what is now referred to as the "Diana effect," characterized by a surge in wedding dresses featuring puffed sleeves, full skirts, and ornate embellishments.

Moving into the 21st century, royal weddings have continued to exert a powerful influence on wedding attire trends. The nuptials of Kate Middleton to Prince William in 2011 and Meghan Markle to Prince Harry in 2018 both sparked waves of fascination and emulation. Kate Middleton's wedding dress, designed by Sarah Burton for Alexander McQueen, featured a delicate lace bodice, long sleeves, and a graceful A-line silhouette. It was a nod to timeless elegance, and the gown's influence on bridal fashion choices was immediate, inspiring a resurgence of lace details and modest silhouettes.

Meghan Markle's choice of a minimalist, sleek wedding gown designed by Clare Waight Keller for Givenchy represented a departure from traditional royal wedding attire. Her gown showcased a boat neckline, three-quarter

sleeves, and a simple but stunning design. Meghan's dress sent a clear message that modernity and simplicity could also be regal, influencing a trend toward minimalism and clean lines in bridal fashion.

Beyond royal weddings, contemporary celebrity power couples have also played a significant role in shaping wedding attire trends. For instance, the 2014 wedding of Kim Kardashian and Kanye West showcased haute couture fashion with Kim's custom Givenchy gown and Kanye's all-white ensemble. Their high-fashion choices spurred interest in unconventional wedding attire, pushing the boundaries of what is considered traditional bridal wear.

The "Grace Kelly Effect"

Grace Kelly's 1956 wedding to Prince Rainier of Monaco set a timeless trend with her iconic wedding dress designed by Helen Rose.

The Grace Kelly wedding dress effect: how her classic, elegant style inspired generations of brides.

Princess Diana's Impact

Princess Diana's 1981 wedding to Prince Charles showcased a voluminous, fairy-tale dress designed by David and Elizabeth Emanuel.

The Diana effect: how her gown popularized puffed sleeves, full skirts, and dramatic trains in wedding fashion.

Contemporary Celebrity Wedding Influences

In the 21st century, celebrity weddings have maintained their status as influential touchstones for wedding attire fashion. With the advent of rapid media dissemination and the constant spotlight on celebrity lives, the impact of these high-profile nuptials on what brides and grooms choose to wear has only grown. Two notable examples of contemporary celebrity weddings that have significantly shaped wedding attire trends are the weddings of Kate Middleton and Meghan Markle, as well as the unconventional and haute couture choices of power couples like Kim Kardashian and Kanye West.

The Royal Weddings of Kate Middleton and Meghan Markle have captured global attention and set the stage for wedding fashion trends. Kate Middleton, when she married Prince William in 2011, donned a timeless lace gown designed by Sarah Burton for Alexander McQueen. The dress combined modern elegance with a nod to tradition, featuring a graceful train and intricate lace details. Kate's choice popularized long sleeves and lace overlays, leading to a resurgence of classic and modest wedding gowns.

Meghan Markle's wedding to Prince Harry in 2018 represented a more modern approach to royal wedding attire. Her minimalist, boat-necked wedding dress, designed by Clare Waight Keller for Givenchy, deviated from the traditional ball gown silhouette. Meghan's gown showcased her understated style and brought back the sleek, simple lines reminiscent of Carolyn Bessette-Kennedy's wedding dress, popular in the 1990s. Meghan's choice propelled the trend of clean, minimalist wedding gowns that focus on the bride's natural beauty and confidence.

Beyond royal weddings, contemporary power couples like Kim Kardashian and Kanye West have made headlines with their extravagant and unconventional wedding attire choices. Kim Kardashian's 2014 wedding to Kanye West was a fashion spectacle. She wore a custom Givenchy Haute Couture gown designed by Riccardo Tisci, featuring sheer panels and intricate lacework. Her edgy yet luxurious look inspired daring brides to explore haute couture and avant-garde styles for their weddings, redefining what could be considered wedding attire.

Kanye West's wedding attire also turned heads. He sported a sleek all-white ensemble, including a custom Givenchy tuxedo jacket and a tailored shirt, sans tie. Kanye's minimalist and monochromatic look challenged the traditional black-tie groom attire, encouraging grooms to experiment with unconventional color palettes and styles. This celebrity couple's fashion-forward choices reflected their personalities and set a precedent for couples who want their wedding attire to make a bold statement.

The influence of these contemporary celebrity weddings extends beyond the immediate fanfare and magazine covers. Social media platforms like Instagram, Pinterest, and wedding-specific websites serve as amplifiers, disseminating these wedding attire trends to a global audience. Brides-to-be often create Pinterest boards filled with images from celebrity weddings, helping them curate their own wedding looks. Instagram, with its visual storytelling, allows users to

share their wedding attire choices and seek inspiration from celebrities and influencers who have replicated these high-profile wedding styles.

The Role of Social Media

Social media has become an integral part of modern life, profoundly influencing how we connect, communicate, and consume information. This digital revolution has had far-reaching consequences, impacting everything from personal relationships to politics, business, and even our sense of self. In this essay, we will delve into the multifaceted role of social media in shaping contemporary society.

First and foremost, social media platforms have transformed the way we interact and maintain relationships. Through platforms like Facebook, Twitter, Instagram, and LinkedIn, individuals can stay connected with friends and family across geographical boundaries. Social media has bridged the gap, allowing us to share life updates, photos, and messages instantly. It has redefined the concept of friendship, enabling the maintenance of relationships that might have otherwise waned due to distance or time constraints. However, it has also raised concerns about the quality and authenticity of these digital connections, as online interactions may lack the depth and nuance of face-to-face communication.

In addition to personal relationships, social media has become a powerful tool for self-expression. Individuals use platforms like TikTok and YouTube to showcase their talents, share their thoughts, and advocate for causes they are passionate about. This democratization of content creation has given rise to a new generation of influencers and content creators, who can amass millions of followers and influence public opinion. Social media has thus blurred the lines between traditional media and grassroots activism, providing a platform for voices that might have otherwise gone unheard.

Moreover, social media has transformed the way we consume and disseminate news and information. In the digital age, news travels faster than ever before, with major events and trends often breaking on platforms like Twitter before traditional news outlets can report them. While this real-time dissemination of information can be a force for good, it also presents challenges, as the spread of misinformation and fake news can occur just as rapidly. Social media companies face ongoing debates about their responsibility in curbing the spread of false information and hate speech.

Another significant role of social media is its impact on business and marketing. Platforms like Instagram and Pinterest have become virtual storefronts, allowing businesses to reach and engage with their target audience directly. Influencer marketing has emerged as a potent advertising strategy, with brands collaborating with social media personalities to promote their products and services. The data collected by social media platforms also enable businesses to tailor their marketing efforts to specific demographics, enhancing the precision of their advertising campaigns.

Furthermore, social media has played a pivotal role in political discourse and activism. Movements like the Arab Spring and Black Lives Matter have harnessed the organizing power of platforms like Twitter and Facebook to mobilize supporters, raise awareness, and effect change. Social media has amplified the voices of marginalized communities and provided a platform for advocacy, but it has also been criticized for facilitating echo chambers and reinforcing polarization.

Psychological Factors

The influence of celebrity weddings on wedding attire fashions is not solely a matter of aesthetics; it is deeply rooted in psychological factors that drive individuals to emulate their favorite stars. Understanding these psychological underpinnings is crucial to comprehending the enduring impact of celebrity weddings on bridal and groom fashion choices.

1. Aspiration and Identification:

One of the primary psychological factors at play in the influence of celebrity weddings on wedding attire is aspiration. People naturally aspire to the lifestyles and status of celebrities they admire. When these celebrities exchange vows, their wedding attire becomes a symbol of their status and success. Engaged couples often view these celebrity weddings as aspirational events, and they are more likely to adopt the fashion choices of their favorite stars. For many, replicating the look of a beloved celebrity is a way to feel closer to the world they admire, even if only for a day. This sense of aspiration drives individuals to seek out wedding attire that mirrors the glamour and style seen on the red carpet.

2. Emotional Connection:

Celebrity weddings are emotionally charged events, not just for the celebrities themselves but also for their fans. The emotional connection that fans feel towards their favorite stars can be profound, and it extends to their weddings. Fans often invest emotionally in the love stories of celebrities, and when these stars tie the knot, it's a moment of celebration and joy. This emotional connection to celebrity weddings can be a powerful motivator in wedding attire choices. Brides and grooms may feel a deep resonance with a particular celebrity couple, and emulating their wedding attire allows them to infuse their special day with the same emotions they feel towards their idols. It's a way to share in the happiness and love they perceive in their favorite stars' unions.

3. Societal Validation:

Weddings are not just personal affairs; they are also social events that garner attention and validation from friends, family, and society at large. When celebrities get married, their weddings are scrutinized by the media and the public, and they serve as benchmarks of cultural significance. Individuals often seek this societal validation when planning their own weddings. By choosing wedding attire inspired by celebrity weddings, they tap into a sense of prestige and cultural relevance. This can be especially important in cultures where weddings are highly symbolic and socially significant events.

4. Bridal Industry Marketing and Influence:

The bridal industry understands the power of celebrity influence and actively markets wedding attire associated with famous weddings. Bridal magazines, designers, and retailers frequently feature celebrity wedding coverage to promote their products. This strategic marketing capitalizes on the psychological factors discussed earlier, reinforcing the idea that adopting a celebrity-inspired look is a way to achieve aspirations, connect emotionally, and gain societal validation. The bridal industry's role in amplifying these psychological factors cannot be underestimated.

II. CONCLUSION

Celebrity weddings wield significant influence over wedding attire fashions, shaping trends that resonate with brides and grooms worldwide. From historical icons like Grace Kelly and Princess Diana to contemporary power couples and the pervasive influence of social media, the allure of celebrity weddings continues to drive shifts in wedding fashion. Understanding the complex interplay of historical, psychological, and media factors in this phenomenon allows us to appreciate the enduring impact of celebrity weddings on the bridal industry. Future research may explore the broader societal implications of this phenomenon and its intersection with cultural and economic factors.

REFERENCES

- [1]. Bansal (2000). Changing trends in the costumes of Bania community, unpublished master's thesis, CCS University of agriculture and technology, Hissar
- [2]. Berman, B. and Evans, J. R. (2010). Retail management: A strategic approach. 11th edition. NJ New Jersey: Prentice Hall.
- [3]. Best, R., Coney, K. and Hawkins, D. (2004) Consumer behavior: Building marketing strategy. 9th edition. New York: McGraw-Hill/Irwin.
- [4]. Dhamija J, (2010). Countries of South Asia. . In : J.B Fisher and J. Dhamija, eds.
- [5]. Berg Encyclopedia of World Dress and Fashion: South Asia and Southeast Asia, vol.4. Oxford: berg publishers.
- [6]. Dillon, S. (2012). The Fundamentals of Fashion Management, Switzerland: AVAPublishing SA
- [7]. Desai, Dipti (2006). Hindu wedding, Henna Page Publications: Ohio, USA. Desai, S. (1991). Sartorial Symbols of Indian civilization. Apparel, pp19-25
- [8]. Devi (1991). Changing trends in the costumes of Ror community, unpublished master's thesis, CCS University of agriculture and technology, Hissar
- [9]. Eckman et al. (2013) Toward a Model of the In-Store Purchase Decision Process: Consumer Use of Criteria for Evaluating Women's Apparel Available at: <http://ctr.sagepub.com/content/8/2/13.abstract>[Accessed 16 July 2016].
- [10]. Flynn, Dorris (1985). Costumes of India, New Delhi: Oxford & IBH Publication Co

- [11]. Garg, Supreeti (1994). The costumes of the women of Ladakh: Past and present, unpublished master's thesis, Lady Irwin College, University of Delhi
- [12]. Gugnani, A. and Brahma, K. P. (2014). The Ethnic Wear Market in India, Images Business of Fashion, November, pp 55-60
- [13]. Gullapalli, Sravani, Raju Sagi, Aparna, (2005). Indian Wedding Traditions, V.I.P article submitted by: Ph.d. Student -Chemical Engineering.
- [14]. Gupta, M. and Pant, S. (2016). Decision making style of middle age consumers of clothing belonging to different locale. IOSR Journal of Business and Management, vol. 18, no. 2 , pp 62-68
- [15]. Harrold, R. (2006). Folk Costumes of the World. Dorset: Blandford Press Ltd
- [16]. Heiter , C. (2009). Fashion Asia! Fun with Patterns and Costumes of Asia. California: Things Asian Press
- [17]. Humbe, D.V. R (2013). Consumer behavior approach towards handloom industries of Maharashtra state- with special reference to Paithani Saree. Singapore, Proceedings of 4th Asia Pacific Business Research Conference
- [18]. Jaglan, V. and Sharda, N. L. (2012). Costume Design in Hindi Films- A Changing Scenario. <http://www.fiber2fashion.com/industry-article/42/4168/costume-design-in-the-indian-hindi-films>
- [19]. Kalra, Priyanka (1999). The costumes of Goan women- A reflection of cultural amalgamation, unpublished master's thesis, Lady Irwin College, University of Delhi.
- [20]. Kashyap, Ruby (1998). Costume heritage of the Gaddi and its contemporary facets, unpublished master's thesis, Lady Irwin College, University of Delhi.
- [21]. Kennet, F.; Haig, M. C. and Beazley, M. (1994). World of Dress, Reed International Books Limited
- [22]. Kaur, Taranjeet (2012). Wedding costumes in Sikh community: past and present, unpublished dissertation, Lady Irwin College, University of Delhi
- [23]. Kim, E.; Fiore, A. M. and Kim, H. (2013). Fashion Trends: Analysis and Forecasting, Oxford: Berg Publishers
- [24]. Kotler, P. (2009). Marketing management: analysis, planning, implementation and control. Bahman Frozandeh. 1st Publication. Atropat Publication: Esfahan.
- [25]. Lantons, G. P. (2015). Consumer Behaviour in Action: Real Life Applications for Marketing Managers. Oxon: Routledge