

# BRIDAL GOWNS - SUMMER TRENDS

*The sun kisses all the brides wishes*

The big wedding trends of 2021 are all influenced to some extent by 2020's lockdown, the wedding dresses included. The surge in couples "homegrown" to support the local economy will extend to dress designers and boutiques, while we will see the trend for micro weddings and sequel weddings, rise to a whole load of sleek, simple looks. After months locked inside, brides' adventurous sides will be desperate to get out and we will see sparkly party dresses, colourful gowns and show stopping bows they will all take centre stage.

Let's see and discover together what the new dress shopping experience will be like.

Statement Sleeves, the "in" look, is to look for more detail on sleeves than ever before, whether that is retro bell sleeves or big puffy sleeves. Structured sleeves work best for a contemporary bride with modern, architectural wedding décor designs, while floaty sleeves are ideal for contemporary boho brides. The ombre pearl embellishment across the body echo a modern fairytale look. Some brides may feel that after the events of this year, they want to tone down their look or rein in the 'poofy'. Statement sleeves can be that perfect way to add personality and charm to a simple, chic look.

We are going to see - Whimsical Pastel Shades - a lot more coloured wedding dresses - pinks, blues, blush, this whimsical trend will grow from brides wanting an element of surprise to their wedding day look. After months of worry during lockdown, brides will be looking for fun, playful, adventurous styles that express their individuality. If pastel is not really your thing, then the return of black wedding dresses for high glamour and drama is about to hit.

'Interesting' Backs and Bows, this will take a deep dive and become more interesting. The usual illusion back will be replaced with a barely-there, hip-skimming look that gives your guests something impressive to look at once you have passed them walking down the aisle - and more than a touch seductive! An easy way to make a big impact is also with a bow to add texture

and drama. Either search for a dress with a statement bow or ask your boutique to add one as embellishment. If you have had to postpone your wedding until 2021, how do you update your dress to a new season? "Just add a bow."

Length, Length, Length - expect to see elegant long trains, along with statement cathedral silk veils, 2021 will be a bumper year of weddings and there will be so much to celebrate. Brides will be taking advantages of this with once-in-a-lifetime gowns full of theatre and majesty that makes them feel incredible. Everyone wants to see their friends and family's faces when they get that first glimpse of your dress.

Modern Lace - the trend is toward more classic understated dresses. The beauty is in the fabric, volume or shape rather than lots of details. What we will see going forward is more modern and less vintage-looking lace. Lace is an eternally romantic bridal fabric and has nothing to do with dusty old ladies! Modern lace is stylish and reaches out to boho brides, beach brides and traditional brides."

Capes and Cover-Ups - plenty of brides will have moved their 2020 weddings to 2021 and find themselves wearing a dress that was designed for a completely different season. What if you suddenly find yourself wishing you had sleeves? "Look out for capes." Not huge Black Widow ones! In 2021, they will be soft and floaty and make a wonderful alternative to the veil.

Romance is Back - when we think romance, we often think frothy ball gowns but get that image out of your head for 2021. Intimate is the next way forward, we are not saying the opulent fairytale dream wedding will be eradicated, but the weddings will be planned with more care to the environment and less excess. Expect a twist on romantic dresses - "slightly high-waisted, a need for volume, with a "beguiling silhouette" that encourages "a more dancing step".

Party-Style Sparkle - 2021 brides will embrace ruffles and sparkles like no other! A knock-out party with your loved ones will be the core of your day and brides will want something show



stopping that they can really let their hair down in. The vibe is optimistic, radiant and bright. We might see postponed brides juxtaposing a simple gown for a small ceremony with a dreamy, sparkly reception dress when they host their party at a later date.

All About Necklines – unusual ones, adaptable ones and high drama ones – will be a big trend in 2021 dresses. With spring/summer weddings set to dominate, we expect to see more strapless dresses, we believe there will be a further surge in more demure, covered-up looks, and dresses with high necks, and cheeky small and long puffed sleeves. Both of these styles are relatively easy for a seamstress to adapt. If you have had to change your wedding to a different season, speak to your boutique about whether they are able to alter your neckline so it speaks more to the season and your personality.

Simple Minimony Looks - lots of couples will be choosing to have sequel weddings, where they host a small wedding ceremony now and a big party later. Many will save the 'real' wedding dress for the big reception and order something simpler and more modern for their intimate micro wedding. Think clean lines, cool cuts and alternative styles. We will see plenty of looks that are just that bit different, brides in trousers, jumpsuits, short dresses and kaftans, where they can show their personality and not follow the herd.

"After COVID-19, nothing will be ever the same," predicts designer Anna Georgina. "Style will change, as well as the construction of garments." The biggest of these changes to 2021 might be the buying experience though. As a response to the closure of boutiques, more have opened up virtual shopping experiences and this



will continue into next year. Dresses "will have to more readily available online," says Anna.

This will have a huge impact on what brides choose to wear. No longer will you spend a day in a boutique trying on 30 dresses, instead you will do a huge amount of research online first and narrow your choices down to two or three before

you arrive. Brides might even be ordering samples to their home, which again means fewer choices. Couples will be thinking about buying sustainable dresses that can become family heirlooms. We will have spent lockdown reconsidering what we want to invest in and the world we want to create.

One aspect of this will be buying eco-friendly, high-quality dresses, and the other will be deciding what to do with them once you have spent your day wearing them. Do you splash out on a timeless dress that you can pass down the generations? Do you want to buy re-wearable separates that you could dye and wear at other occasions? Do you want to rent a designer dress? Do you want to sell yours after your day?

Brides will be asking lots of questions of what they want from their wedding dress and how they buy it in 2021. Whether you are a COVID bride planning a minimony or Zoom wedding, eloping or just looking for a good excuse to show off a killer pair of shoes, this 2021 wedding dress trend is for you. Opting for a long gown for the day of? A short, white dress is also perfect for all of your other wedding-related events like your rehearsal dinner or bridal shower.

Now you have a good idea of what 2021 holds in store for you, the choices are endless, enjoy choosing the correct dress to suit your style.



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