

Wedding Trends

What Every Bride And Groom Should Know When Planning A Wedding In Today's Economy

(NAPS)—While the state of the global economy has taken a toll on most Americans, today's bride is more optimistic than ever. In fact, weddings continue to be on the rise and Idexonline.com reports that the number of weddings in the U.S. will grow by approximately 30 percent within the next decade. Additionally, a recent study conducted by Modern Bride magazine showed 90 percent of brides are either keeping to their original wedding budget or plan to spend more!

Despite brides' sunny outlook, style expert and wedding consultant Michael O'Connor encourages couples to think smart and re-prioritize their budget by investing in areas of the wedding day that have longevity, versatility and symbolism—since these items will last a lifetime.

"A wedding can take months to plan—yet it's over in a few hours," comments O'Connor. "The dress goes into a storage box, the flowers become today's trash and the only reminder of your wedding music is the bill."

Below, O'Connor offers his smart wedding spending and investment tips:

Sharing Memories

This is your big day, so don't skimp on hiring a professional photographer. Make sure to view his or her portfolio and ask for references. A good photographer will know how to capture those spontaneous and emotional wedding moments without making you pose like statues for hours.

Make the Ring Count

Now more than ever, brides are realizing the significance of quality and longevity when it comes to their bridal jewelry, so it is no surprise that 81 percent of brides desire Platinum rings, according to



Even in a tough economy, 90 percent of brides intend to stick to their wedding budgets or spend even more.

the Condé Nast Bridal Group. Platinum is not only 30 times more rare than gold, but it's also the most durable of all precious metals, so it won't wear down over time. And because of its strength, it holds the diamond more securely. Platinum is the one metal that delivers the high quality and long-lasting features that brides and grooms are looking for today in her engagement ring and his-and-her wedding bands. Check out online retailer BlueNile.com where high-quality Platinum wedding bands start as low as \$255.

Your First Trip as Husband and Wife

Spend time selecting the destination for your honeymoon that is meaningful and exciting to both the bride and groom. After all, couples will remember their honeymoon and recount stories from the trip for the next 50+ years.

For more information, visit www.preciousplatinum.com or www.engagementguide.com.