

January 2024 – Be on trend for the wedding year ahead!



Photo credit: @chloeelyphotography

A new year and new exciting, fabulous trends in the wedding market. Although we have been talking to our couples for their 2024 weddings for at least six months, some of the trends are only really coming through now as they start to plan the finer details of their wedding.

As a wedding venue, Gunnersbury Park offers a great scope for personalising and tailoring your wedding party to reflect you as a couple.

- 1) Veils – this bridal accessory has seen a resurgence for 2024. They are coming in all styles from lavish and long to short and understated, but all bringing extra elegance to the wedding day.
- 2) Wedding dress hire – the idea of hiring dresses has seen a massive increase over the past year or so and this has also included wedding dresses. Not only is it a great way to save a little money but also a sustainable option limiting the waste of a “once worn” wedding dress.
- 3) A whole weekend wedding – what is better than a wedding day? A wedding weekend! Stretching celebrations over a longer period can mean you actually spend quality time with all of your guests and can provide a more relaxed wedding atmosphere. However, usually this will mean basing everyone in the same place and so limiting the number of guests you can invite.
- 4) Sharing menus – this trend is continuing into 2024. Having been popular for a few years now, there seems to be no reduction in the desire to add a little interaction and a more casual approach to our couple’s days.

- 5) Cocktails – again a popular addition to many weddings for the past few years but this is steadily growing further in popularity with about 80% of our couples asking for cocktails for their days. It is a great way to add that bespoke and personal element, picking a cocktail each to either be served with the reception drinks or on the after-dinner bar.
- 6) Interactive entertainment – this follows the general trend for a more casual day. There are some fantastic entertainers out there, from caricaturists, interactive graphic wall, silhouette cutting, contact juggling and many more.
- 7) Audio guestbooks – keeping as many memories as possible (and finding out those stories you never even knew happened) from your day, allows you to relive and enjoy them time and time again for years to come. While a written note from your guests is lovely, hearing their voices and more of their congratulations, is an even better keep-sake.
- 8) Vibrant colours – there is no shyness in colours this year with couples embracing bright splashes of colour across their styling and design.
- 9) Favours to keep – in part there is a sustainability angle to this decision, not wanting to have gifts that are going might be left and thrown away, and for similar reasons, wanting the gift you are spending money on for your guests, to be something that is kept as a memory of your day.
- 10) Making everything personal – there are lots of ways to personalise your day and it doesn't mean anything complicated or costly. Any of the items above would be a great way to tailor your day to you and your personalities. Just ask us about any ideas we have seen in the past that have worked well and we would be more than happy to help.

If you are interested in wedding hire of Gunnersbury Park, please contact us on 020 8825 6060 or venuehire@ealing.gov.uk

