

National Bridesmaid's Day 2019: Are Women Shifting Away from Wedding Day Traditions?

Submitted by: The Eventa Group

Tuesday, 19 March 2019

Typically, the first thing that comes to mind when you hear the word 'bridesmaids' might be a group of women, chosen by the bride, wearing matches dresses.

Hen Heaven Survey Reveals....

A recent survey conducted by Hen Heaven has shown that women are opting to flaunt tradition.

54% of women said that they would consider having their bridesmaids wear something other than dresses.

In addition to this, 76% of women said they would consider having men in their bridal party (e.g. as 'bridesmen' or 'man of honour').

In a similar way, 73% of women said they would consider inviting friends of the opposite sex on their hen weekend.

Interestingly, despite these opinions indicating that there has been a shift away from tradition, 75% said they did not think bridesmaids wearing the same dresses was outdated.

62% of women said that they think it is stressful choosing bridesmaids.

Despite this, only 39% of women said that they would feel obliged to ask family members to be a bridesmaid even if they did not want to. The three most important qualities when choosing a bridesmaid were...

1. Reliable
2. Trustworthy
3. Organised

The quality 'Party animal' was ranked as the least important.

Other key findings in the survey include:

Out of all the women surveyed, only 0.85% had been a bridesmaid more than four times. Most women who opted to take part in the survey had only been a bridesmaid once.

40% of women surveyed said they would be offended if the bride had asked them to pay for a bridesmaid dress that she had chosen for them to wear

85% of women said they would not ask their bridesmaids to pay for address that they chose for them to wear

History of National Bridesmaid's Day:

National Bridesmaid's Day was founded by Hen Heaven and Butlers in the Buff in 2015. Each year it falls on 25th March and was created to celebrate the women who are there to support the bride on her special day. It celebrates those among us who have had the honour to be part of their friend's special day.

Competition and Special Offers:

In celebration of National Bridesmaid's Day, Hen Heaven are offering up to 55% off on selected hen houses when you book a last-minute hen do! Discount is dependent on location and departure date, please see full terms and conditions for more information

(<https://www.henheaven.co.uk/terms-and-conditions>). The competition will run from Monday 25th March until Friday 29th March at 5pm (<https://www.henheaven.co.uk/special-offers>).

Butlers in the Buff (www.butlersinthebuff.com) will be running a competition on social to win a FREE Butler in the Buff! (<https://www.facebook.com/ButlersintheBuff/> and www.instagram.com/butlersinthebuff).

Further Information...

About Hen Heaven:

<https://www.henheaven.co.uk/about-hen-heaven>

Other Links:

<https://www.henheaven.co.uk/>

<https://www.henheaven.co.uk/national-bridesmaids-day>

<https://www.facebook.com/henheaven/>

<https://www.instagram.com/henheaven/>

<https://www.butlersinthebuff.com/>

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