

EVENTS/CAUSES

Cond Nast Brides offers up expert wedding advice for \$12.5K

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Cond Nast Brides promotional image

By STAFF REPORTS

Cond Nast bridal publication Brides is recruiting its editors to assist brides-to-be in the planning process.

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Brides' "The Bridal Style Package," is available to readers for \$12,500 and offers expert wedding style and planning advice along with a visit to the publication's headquarters at One World Trade Center in New York. Publications have increasingly executed experiential services for readers as a way to further tout expertise in a subject and instill trust between editors and their audience.

Wedding bells

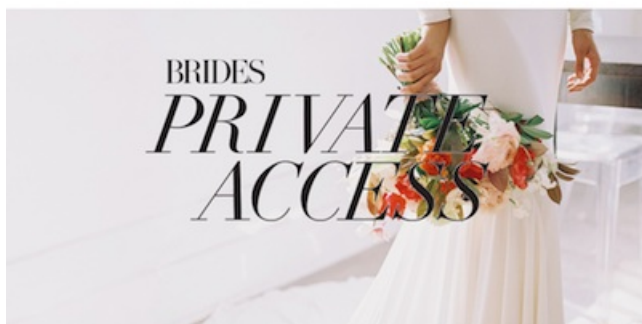
The Bridal Style Package includes an hour Skype call for a pre-consultation. This is followed by a half-day visit to Brides' offices at One World Trade Center, where Cond Nast is based.

During the half-day visit, brides will be treated to breakfast with one of Brides' senior fashion editors. After breakfast, the bride will attend a style consultation where she will try on dresses pulled by Brides' staff.

At the end of the day, the bride will be given a digital look book of the dresses sampled. The look book will also be posted to the publication's Instagram account to further promote the package and share the experience with other brides-to-be.

The bride will also be given a luxury gift bag, but the dress is not included in the favor.

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Brides Private Access Web site

If brides would like their mother, maid of honor or bridesmaids to attend the session, an additional \$2,500 is added to the package price. If this package, dubbed the "Wedding Style Package," is selected, brides will receive a half hour style session and custom look book.

Additionally, Brides is offering a "Honeymoon Package" for another \$2,500. This package works with brides to curate a honeymoon itinerary guide written by Brides' editors.

The package can be booked from the Brides Private Access [Web site](#).

"I would love for this package to lead to her finding her dream dress," said Keija Minor, editor in chief of Brides, in a statement. "It's definitely about the consultation now. We're not trying to sell dresses out of [fashion] closet. It's more about arming her with the information she needs. We're not pushing certain brands it would be one thing if we were pushing certain dresses or hawking a certain shoe brand."

While it is a new way for Brides to connect with its audience, Ms. Minor explains that the package is not meant to replace a wedding planner, but rather to give brides access to the publication's knowledge.

As for the asking price of the package, the hefty price tag for all three variants is due to the amount of research involved.

Given the importance of a wedding, luxury brands often craft promotions that tie their products to the special day.

For example, Este Lauder Cos.' Crme de la Mer capitalized on summer wedding season in 2015 by dedicating a week to its bridal beauty offerings.

Many brands target marketing strategies to appeal to brides getting married during the summer months, so La Mer's attention to bridal beauty could not have come at a better time. By emphasizing this promotion on multiple social media platforms La Mer ensured that it will catch consumers' attention and encourage her to explore the products available for the special day ([see story](#)).

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