

INTERNET

Wedding Dresses magazine readers dropping in favor of digital issues

September 27, 2010



By KAITLYN BONNEVILLE

Wedding Dresses magazine is refashioning its Web site and plans to publish digital issues come 2011 to celebrate its 20th anniversary.

[Sign up now](#)

[Luxury Daily](#)

The Web site now features daily updates, interviews and bridal fashion advice. Wedding Dresses targets women 24 to 35 planning a wedding.

“It is easier to reach our target demographic online, as they are online more than they are spending time to read print,” said Severine Ferrari, editor in chief and associate publisher of Wedding Dresses, New York.

[Wedding Dresses](#) is a fashion magazine that aims to educate brides-to-be about couture bridal fashion. It has been published in the U.S. and Canada since 1991.

The magazine’s sister publication is [Engagement 101 Magazine](#).

Married to fashion

The magazine is repositioning itself to better reach its target audience and come 2011, Wedding Dresses’ digital publication will be available on mobile and online platforms.

Ms. Ferrari said the print magazine readers have been dropping in favor of Web sites and

mobile devices.

The updated Web site brings consumers dialing style tips and an online community of other women gearing up to say, “I do.” It features bridal and bridesmaids gowns, engagement rings, beauty tips and relevant articles.

Here is a screen grab of the Web site’s landing page:



In early 2011, it will feature the magazine’s digital publication.

Something borrowed

Wedding Dresses is not the only bridal publication marrying up with a digital strategy.

Brides Magazine launched last month its Brides Wedding Genius iPhone application, an updated version of its original Brides Dressing Room application.

It features a digital wedding planning binder and other style tools and planning tips for wedding planning ([see story](#)).

The magazine in 2008 began streaming bridal fashion shows live to its Web site at <http://www.brides.com> to keep consumers up-to-date on wedding dress trends ([see story](#)).

Martha Stewart Weddings in 2008 claimed its place as the first women’s magazine to mobilize its print ads with an issue that hit stands Dec. 29 of that year ([see story](#)).

Wedding Dresses focuses solely on high-end bridal fashion, unlike its competitors.

“There are many tools, Web sites and magazines to plan a wedding, but we only focus on style and fashion,” said Ms. Ferrari said.

“Basically, bridal consumers have a time line and the biggest budget they have ever had to spend in their life, so we need to guide them quickly and efficiently,” she said.

Final Take

Kaitlyn Bonneville, editorial assistant at Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.