

THE DETAILS

STAY

The Literary Hotel

130 South Dubuque Street Solon, IA 52333 / 319.936.6940

Theliteraryhotel.com

Palmer House Stable

200 East Main Street Solon, IA 52333 / 319.400.2908

Palmerhousestable.com / al@palmerhousestable.com

EAT & DRINK

Big Grove Brewery

101 West Main Street Solon, IA 52333 / 319.624.2337

biggrove.com / contactsolon@biggrove.com

Bluebird

112 East Main Street Solon, IA 52333 / 319.624.2031

bluebird.cafe / bluebirdcafesolon@gmail.com

Good Vibes Cafe

121 West Main Street Solon, IA 52333 / 319.624.8423

goodvibescoffeecafe.com / goodvibescoffeecafe@gmail.com

The Eat Shop

120 West Main Street Solon, IA 52333 / 319.624.2014

theeatshop.com / sales@theeatshopbakery.com

ACTIVITIES

Bikes

Briar Ridge Bikes

120 West Main Street Solon, IA 52333 / 319.624.2552

briarridgebikes.com

Kayak + Pontoons

Lake Macbride Boat Rentals / 319.624.2315

Lake MacBride Road NE, Solon, IA 52333

Golf

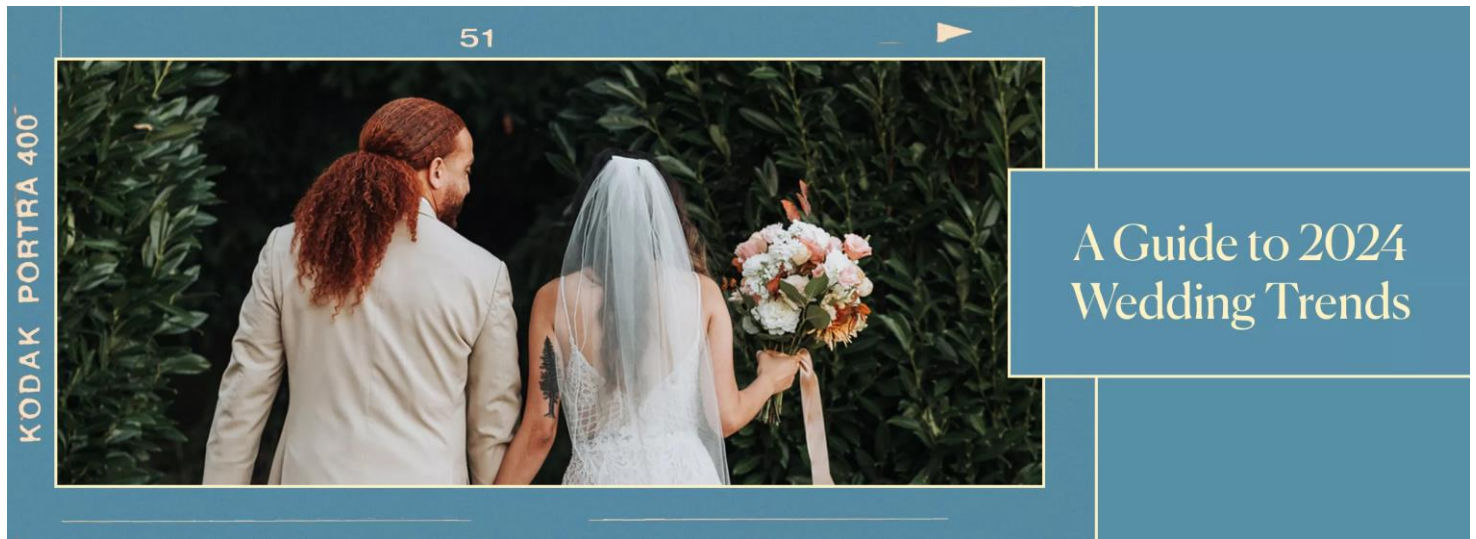
Lake Macbride Golf Club

3891 Pro Road Northeast Solon, IA 52333 / 319.624.2500

lakemacbridegolfclub.com

Saddleback Golf Course

4646 180th St NE, Solon, IA 52333 / 319.624.1477



A Guide to 2024 Wedding Trends

Here's What to Expect from Weddings in 2024

Leading planners share what's next in the ever-changing world of weddings.

By Sarah Schreiber Updated on 03/01/24

They may be rooted in age-old tradition, but weddings are changing all the time; they evolve alongside us and become mirrors to all kinds of worlds, from fashion to pop culture. It's why we love what we do—when you're keeping pace with the wedding industry, there's never a dull moment. That's particularly true as we kick off 2024, which simultaneously marks the year of the proposal (we're ready for you, new marriers-to-be!) and 90 years of *Brides*: We've watched weddings change (and boom) for nearly a century, and we can honestly say that the best is yet to come.

2023 saw the return of multi-day destination events and the rise of increasingly personalized celebrations—and while the trends of yesteryear are still going strong, there's a new roster to get excited about in 2024. So, to determine where weddings are headed, we tapped the pros in the drivers' seats: wedding planners who are (quite literally) creating the celebrations of tomorrow.

Ahead, they share what to expect from weddings in 2024—and how celebrations are shifting to become better and more meaningful than ever.

The Return of Retro

According to Brooklyn-based wedding planner Jove Meyer, what was old is now new again in the wedding world. "Retro trends are coming back for 2024 and it's so exciting. Think extra-piped cakes, disposable cameras, DJs spinning vinyl, film photography, and more laid-back vibes," he says. This nostalgic resurgence is also a way for duos to up the fun and personal factor, which are two other major big-day priorities in 2024. **"Couples are more focused on fun,"** Meyer adds. **"They're personalizing the details and moving away from what is expected of or from them and leaning into crafting weddings that are a true reflection of their love story, styles, and personalities."**

Thematic Wedding Weekends with a Twist

Multi-day destination weddings abounded in 2023, but duos are taking these extended celebrations further this year; they're getting strategically thematic to differentiate one epic party from the next. "Our clients have changed the way they view and approach a destination wedding

weekend," say Sunna Yassin and Mollie Jones-Hennes of Bash Please. "Many are opting to do a welcome party, leaning into a theme with very specific attire, like buttoned-up BBQ, casual cowboy, colorful garden, and more." According to Nancy Park of So Happi Together, these welcome events often rival the scale (and budget) of the actual wedding day.

These distinct themes are also impacting guest dress codes. "We are putting together incredible lookbooks for attire that encompass a modern black tie (which ironically doesn't include an actual tie), al fresco formal, and California cocktail," Yassin and Jones-Hennes explain. "People love the direction, and the guest attire is stunning throughout the weekend."

These prelude fêtes are also changing the idea of the "traditional" wedding weekend timeline—Friday night welcome parties and Saturday evening weddings might just be a thing of the past, as brides- and grooms-to-be try to extend the fun. **"Many of our clients are moving to weddings on a Friday, so that they can have a fully planned and designed recovery day—pool parties, pickleball tournaments, flag football games, ranch activities, and more."** For us, this gives an unexpected twist on the weekend," share Yassin and Jones-Hennes.

Events Bursting with Color

We knew this one was coming—it's why we launched our very first wedding color of the year (have you met Marseille Bleu?)—and experts agree: **"2024 couples are all about color!"** says Fallon Carter of Fallon Carter Events. "The mood boards we're designing are some of the most dynamic we have ever seen—textures, patterns, and movement, oh my!"

Park affirms this, noting that "neutral, muted color palettes have taken a back seat." Instead, duos are choosing to **"go all out with an explosion of color"** and playing with a mix of schemes (which might blend calmer and bolder shades) via different events over the course of the wedding weekend. See how it's all connected? More events mean more chances for cutting-edge colors capes.

A Priority Reset

You've probably heard it before: The best weddings have incredible music, delicious food, and top-notch fashion. Together, they create that infectious vibe that keeps you out of your seat all night. According to our experts, duos are returning to and reinvesting in those tried-and-true elements. **"The focus is on food, fashion, and fun,"** affirms Park, "versus any traditional expectations of what a wedding should look like." This might involve immersive entertainment (live performances and artists are popular choices, she adds), since "producing an unforgettable experience for guests is top of mind for our couples."

Lea Stafford of Lea Stafford Events says approachability is part of the deal—couples start with a beautiful setting and build in a guest experience to match. "We're making it approachable for anyone—from the arrival experience to the number of courses served," she says. **"I think this year's weddings will welcome a laid-back, yet polished tone, prioritizing comfort and ease for guests."**



Destination Multi day Weddings