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## DÜĞÜN MODA TRENDLERİNİN ARAŞTIRILMASI

### ANALYSIS OF FASHION TRENDS IN WOMEN'S WEDDING CLOTHES

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#### Özet:

Katı sınırlar ve kurallar alaka düzeyini kaybetti. Günümüzde kadınlar, farklı dönemlerden ve trendlerden giyim unsurlarını birleştirmekten çekinmeyerek beklenmedik kombinasyonlar yaratıyorlar.

Bir düğüne hazırlanan her kadın mükemmel görünmeye çalışır. Bu nedenle düğün kıyafeti seçmek önemli ve heyecan verici bir olaydır.

2025 trendleri özgünlükleri ve sıra dışı detaylarıyla şaşırtıyor: tüyler, saçaklar, yapay elmaslar ve nakışlar. Gelinler artık ikinci gezileri için güvenle kısa elbiseler seçebilirler. Uzun modeller minimalistten romantikliğe kadar klasik kalır.

Mini elbiseler artık sadece partiler için değil. İster mütevazı bir Chanel tarzı tüvit model, ister zarif bir büstiyer, ister lüks saçaklı bir elbise olsun, modern gelinler şık bir mini gelinlik seçebilirler.

Uzun gelinlikler zamansız klasiklerdir. Minimalist, romantik veya boho tarzında yapılabilirler. Yere kadar uzanan zarif elbiselere özel dikkat gösterilmelidir. Retroyu seviyorsanız daha yakından bakın. fener kollu ve saçaklı modeller için.

Korse elbiseler bir başka popüler silüet şekillendirme trendidir. Basit modeller rahat bir stile kolayca sığar ve dalgalı yakalı elbiseler cesur gelinler için uygundur.

Omuzları açık bir gelinlik her zaman zarif görünür. Bazen sırt da açık olabilir. Büyük küpeler ve yüksek bir at kuyruğu görünümü tamamlamaya yardımcı olacaktır.

Minimalist gelinlikler çok yönlüdür ve rahat bir stile kolayca sığar. Gevşek bir saten elbise veya bir kombinasyon olabilir.

Beyaz elbise geleneği geçmişte kaldı. Doygun renkler ve pastel tonlar moda. Alternatif kıyafetler seçen gelinler, benzersizliklerini vurgular.

Sonuç olarak, modern düğün modası çok yönlüdür ve sınırlamaları yoktur. Her gelin kendine özgü rüya imajını yaratır. Bu önemli bir seçimdir, çünkü düğün özel bir olaydır ve her kız karşı konulmaz olmak ister.

**Anahtar Kelimeler:** düğün kıyafetleri, moda trendleri, elbise, düğün modası

## Abstract

Strict rules and boundaries have become outdated. Today, women confidently mix clothing elements from different eras and styles, creating surprising and original combinations.

Every bride-to-be wants to look flawless, making the choice of a wedding outfit both significant and exciting.

The 2025 trends stand out with their originality and unique details such as feathers, fringes, rhinestones, and embroidery. Brides can now confidently opt for short dresses for their second look, while long gowns remain timeless classics, ranging from minimalist to romantic styles.

Mini dresses are no longer reserved just for parties. Modern brides can select chic mini wedding dresses, whether it's a modest Chanel-inspired tweed design, an elegant bustier, or a lavish fringed gown.

Long wedding dresses are enduring classics that can be crafted in minimalist, romantic, or boho styles. Special attention is drawn to elegant floor-length gowns. For those who love retro fashion, models with lantern sleeves and fringes are worth considering.

Corset dresses continue to be a popular silhouette-shaping choice. Simple versions suit casual styles, while plunging necklines appeal to bold brides.

Off-the-shoulder wedding dresses always exude elegance, sometimes featuring open backs as well. Large earrings paired with a high ponytail complete the sophisticated look.

Minimalist wedding dresses are versatile and blend effortlessly into casual styles, whether as a loose satin gown or a mix-and-match ensemble.

The tradition of white dresses is fading. Rich colors and pastel hues are now fashionable. Brides choosing alternative looks highlight their individuality.

In summary, contemporary wedding fashion is diverse and unrestricted. Each bride crafts her own unique dream look, making a meaningful choice for a special day where every woman wants to feel irresistible.

**Keywords:** wedding clothes, fashion trends, dress, wedding fashion

## 1. INTRODUCTION

Contemporary fashion embraces limitless freedom of self-expression. Gone are the days of strict boundaries and outdated rules dictating what is acceptable to wear. At the forefront of today's style are individuality and boldness, blending elements that once seemed incompatible. Modern fashion enthusiasts boldly experiment, crafting unique looks that weave together details from various eras and stylistic trends. Courage, confidence, and a willingness to break conventions define the main trends of the present day.

As a wedding approaches, every bride envisions the perfect look that will highlight her beauty and make the day truly unforgettable. She may already have a clear idea of her ideal wedding dress—whether elegant, romantic, extravagant, or minimalist. Thus, selecting a dress that

fulfills this vision becomes an exciting and pivotal part of the wedding preparations. It is not merely about purchasing clothing but about creating a complete and meaningful image.

## 2. AUDIENCE SURVEY

A survey was conducted to determine the most popular types of wedding dresses. The results showed that the leading styles are the mermaid silhouette (60%), A-line (56.7%), and straight-cut dresses (53.3%), with nearly all respondents favoring these options. Less favored styles included A-line with a low waist (16.7%), Greek style, and ball gown (13.3%). Additionally, 66.7% of participants were unwilling to wear a dress with a short skirt, 13.3% were open to midi-length dresses, and 20% were agreeable to dresses featuring a train at the back [1]. The survey findings are summarized in Table 1.

**Table 1 – Preferred type of wedding dress**

Answer option	%
A-line	56,7
Greek style	13,3
Mermaid silhouette	60
Ball gown	13,3
Straight dress	53,3
A-line with a low waist	16,7

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It was also found that consumers favor either short dresses (above the knee) or long styles (floor-length or with a train), while ankle-length dresses are the least popular. Designers and manufacturers should consider these preferences when creating new collections by focusing on both short and long options and giving less emphasis to ankle-length dresses [2].

## 3. CURRENT MATERIALS AND OF WEDDING DRESSES

The use of light colors in wedding attire is symbolic, but a closer look at the history of women's wedding clothing reveals that they have not always been white. The beauty of an outfit is shaped not just by color, but also by the texture of the materials (smooth, loose, pressed), their structure (sheer, flowing, dense), the style of the cut (shoulder-baring designs, necklines, corsets), the silhouette shape (full skirts), and the decorative elements (drapes, capes, flounces, ruffles, pleats) [3].

A wide range of materials allows for the creation of garments that cater to diverse consumer preferences. The ergonomic properties of the base material play a crucial role in the manufacturing process. For instance, in formal wear, the fiber composition and appearance of the fabric are paramount. For wedding attire, the thickness and surface density of the fabric should provide adequate breathability, a lightweight feel, the right degree of stiffness, and good drapability, enabling the creation of intricate shapes and soft lines. These factors are particularly important since the bride wears her dress for an entire day [4].

Among shiny natural materials, crepe satin, satin, and various types of silk are most suitable. The glossy and textured surfaces are often termed fantasy textures. These materials reflect light, making the wearer the focal point of attention. Fabrics with raised and shiny surfaces include those with lurex, embellished with beads and glass beads, as well as brocade and taffeta [5].

Matte fabrics work well for all body types. They absorb light and create a slimming effect [5].

Soft fabrics drape beautifully, falling into elegant folds and tails that form graceful, rounded lines. This category includes crepes, crepe de chine, chiffon, silk, satin, and others [5].

Stiffer fabrics create sharp lines and defined folds in garments. They are best suited for structured designs and should be worn by petite and delicate women. This group includes taffeta, moire, brocade, corduroy, and others [5].

#### 4. CURRENT DESIGN SOLUTIONS FOR WEDDING IMAGES

Today, wedding dresses can be found in both specialized boutiques and regular fashion retailers, depending on your personal taste. If you lean towards minimalism, locating a suitable option won't be challenging. A trip to the mall will introduce you to several interesting designs from your favorite brands, many of which also offer evening wear lines. For a classic wedding gown, it's advisable to visit a bridal salon, where a professional can assist you in selecting the perfect dress [6].

In 2025, the wedding fashion scene is witnessing an incredible surge of creativity. Designers are like artists, crafting stunning ensembles for brides adorned with unique elements such as delicate feathers, playful fringes, sparkling crystals, and intricate embroidery. These garments have transcended mere dresses to become true works of art that highlight each bride's individuality. Traditional norms and rigid guidelines are fading away, making room for personal choice and self-expression. Brides now have the freedom to showcase their distinct style, whether they prefer luxurious long gowns that range from elegant minimalism to passionate romance or bold mini dresses ideal for a lively celebration following the ceremony [7].

The trend of mini dresses, once exclusively linked to festive occasions, has made a triumphant return to wedding fashion. Today, a contemporary bride can confidently make an impression by appearing before her guests in an ultra-fashionable short dress [7].

The possibilities are limitless: from understated tweed designs reminiscent of Chanel's elegance to alluring corseted styles and opulent mini dresses with playful fringes. Additionally, mini dresses offer an excellent opportunity for a style change, allowing the bride to feel more comfortable and at ease throughout the celebration. This trend embodies a new, daring, and modern vision of the wedding ceremony, where the spotlight is on the bride's unique personality and her desire to express herself on this significant day. Some examples of Chanel wedding dresses are illustrated in Figure 1.



**Figure 1 – Chanel brand wedding dresses [10]**

Despite the swiftly evolving trends and daring design choices, long wedding dresses (fig. 2) remain the pinnacle of elegance and the embodiment of timeless beauty. They serve as an everlasting tribute to femininity and the significance of the occasion, capable of enhancing the bride's allure regardless of the era or prevailing fashion. Contemporary designers present an astonishing array of long wedding dresses, skillfully blending various styles: from understated minimalism with its flawless lines and elegant simplicity, to ethereal romance that captivates with flowing fabrics and delicate embellishments, as well as free-spirited boho inspired by ethnic themes and unique textures [8].

Particular attention should be given to luxurious floor-length gowns, which consistently exude aristocratic elegance and grace. They visually elongate the silhouette, making the bride appear more slender and graceful. For brides who are drawn to retro aesthetics, styles inspired by bygone eras are an excellent choice. Lantern sleeves can infuse a touch of vintage charm into the ensemble, while playful fringes add movement and lightness. Exquisite accessories such as fishnet gloves, a sophisticated veil, or a vintage brooch can serve as the perfect finishing touches for a stylish and unforgettable look. A long wedding dress is an enduring classic that will always remain in vogue, allowing every bride to feel like a true queen on this special and unique day in her life.





**Figure 2 – Jean Paul Gaultier brand Long Wedding Dresses [10]**

Corset dresses firmly hold a prominent place in the realm of wedding fashion, offering both style and functionality (fig. 3). Their unique design not only highlights the waist, creating a graceful hourglass figure, but also provides excellent support for the bust, ensuring that the bride feels confident and comfortable throughout the celebration. The simplicity and elegance of corset dresses make them versatile, allowing them to adapt to various styles and seamlessly integrate into everyday wardrobes after the wedding [9].

For daring and self-assured brides, designers present stunning options featuring deep necklines that enhance the sensuality and allure of the look. In today's wedding landscape, brides are liberated from outdated norms and can choose any color for their attire, from traditional white to soft pastels or vibrant hues, showcasing their individuality and unique personality. A corset dress is a versatile choice that empowers each bride to craft her own distinctive and unforgettable wedding look, blending elegance, comfort, and self-expression [9].

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**Figure 3 – Corseted Wedding Dresses [10]**

An off-the-shoulder wedding dress (fig. 4) embodies elegance and femininity, consistently drawing admiring gazes. It beautifully highlights the shoulders and collarbones, adding sophistication and allure to the overall look. Some designs daringly expose not just the shoulders but also the back, crafting a stunning and captivating appearance. Minimalistic styles deserve special mention, as they focus on the graceful neckline of the armhole, allowing the bride's natural beauty to shine through with their understated design [9].

To achieve a cohesive and memorable look, stylists suggest pairing an off-the-shoulder dress with bold, oversized earrings that will bring a touch of sparkle and shine. A high ponytail styled at the back of the head will showcase the neck and shoulders, accentuating their elegant lines and enhancing the overall sense of grace. An off-the-shoulder dress is an ideal choice for brides seeking to create a romantic, chic, and unforgettable look that merges elegance, sensuality, and contemporary sophistication [9].



**Figure 4 – Off-the-Shoulder Wedding Dresses [10]**

The stunning train trailing behind the bride symbolizes luxury and grandeur, consistently drawing admiring looks and showering her with compliments. Once you slip into a dress with a train and experience its regal elegance and enchanting charm, it becomes challenging to revert to simpler, more modest styles (fig. 5).

In contrast to extravagance, minimalist wedding dresses provide an elegant simplicity and versatility, making them suitable for various occasions and easily incorporated into a casual wardrobe. This could be a flowing satin gown with a relaxed fit or a sleek ensemble that highlights the bride's natural beauty while allowing for complete freedom of movement.

Moreover, outdated traditions that dictate brides must wear exclusively white dresses are now a thing of the past. Today, vibrant and bold colors are in vogue, symbolizing energy and passion, alongside soft pastel shades that evoke a romantic and airy feel. Brides opting for alternative wedding styles showcase their courage and individuality, highlighting their uniqueness and stepping away from conservative norms. Wedding fashion offers every woman the chance to express herself and reveal her inner world on this special day.



**Figure 5 – Wedding dresses in bright colors [10]**

By moving away from the traditional white wedding dress, brides gain numerous opportunities for self-expression. Vibrant or pastel colors serve as a means to highlight your uniqueness and craft a genuinely personal look that mirrors your inner self and individual style.

## 5. CONCLUSION, DISCUSSION AND RECOMMENDATIONS

A contemporary analysis of wedding fashion, drawing on the trends of 2025 and broader stylistic movements, concludes that the industry is undergoing a radical transformation. The rigid conventions of the past have been replaced by an unprecedented freedom of choice for brides, enabling them to craft a distinctive look that showcases their individuality. This choice encompasses silhouettes, colors, fabrics, and accessories: from opulent gowns with trains to minimalist designs, and from traditional white to vibrant hues. Self-expression has become the primary focus, overshadowing adherence to tradition. The findings of the study highlight several key points: freedom of choice means brides are no longer bound by standards; self-expression emphasizes individuality; there is a wide range of styles available, from classic to avant-garde; traditions are being abandoned, with white no longer mandatory; bold experimentation with colors and fabrics is encouraged; mini dresses are gaining popularity; functionality and comfort are prioritized; and retro influences are on the rise. Recommendations for future research include exploring socio-cultural factors, psychological dimensions, globalization versus localization, economic influences, sustainable fashion practices, the integration of technology, and analyzing the target audience. Investigating these areas will provide a more comprehensive understanding of modern wedding fashion and its societal implications.



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