



WEDDING SUITS AND TUXEDOS FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

DECIDING WHAT TO WEAR

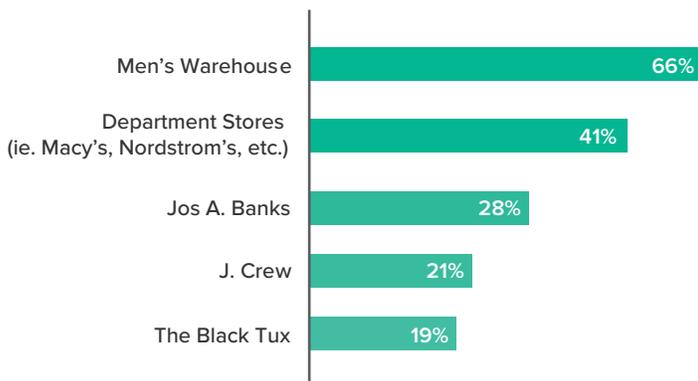
The majority of couples start to think about men's formalwear less than 6 months out from the wedding date. Besides getting input from their soon-to-be spouse, couples often look to magazines, social media, wedding websites (such as WeddingWire) and fashion websites, like GQ and Men's Health, to get inspiration.

SUIT OR TUX?

- Fifty-six percent of couples say at least one person (them or their partner) is wearing a suit for their wedding, whereas 35% say at least one is wearing a tux.
- When looking at geographical differences, grooms in the Midwest are more likely to dress in a more formal outfit such as a tux, as opposed to those on the West coast who may choose to wear a suit or something more casual.

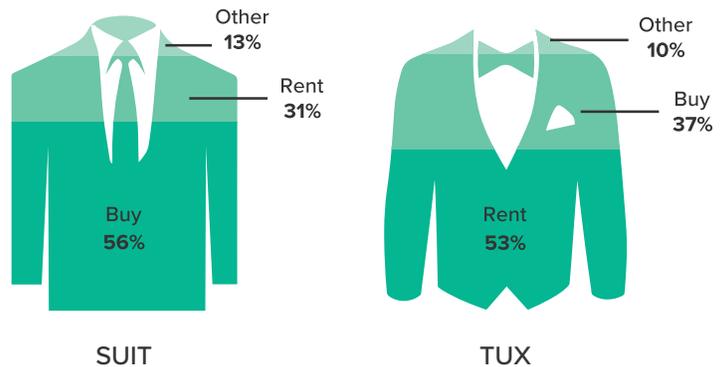
TOP BRANDS

With a variety of options from a classic grey suit to a blue tux (which is the latest trend), searching for the perfect outfit for a groom and his groomsmen can be challenging. The top 5 retailers couples consider when buying/renting a suit or tux, includes:



RENTING OR BUYING

Although you can rent or buy men's formalwear, data shows us that those who wear a suit on their wedding day are more likely to purchase their attire (56%), as opposed to those who wear a tux (37%). When it comes to buying men's formalwear, the average person spends between \$200 - \$300 on their suit or tux.



PURCHASING DECISIONS

Trying a suit or tux on in person is by far the most critical component on deciding where to purchase or rent a suit/tux. When it comes to specifically groomsmen attire, price and quality rank highest in attire consideration.

TOP 10 FACTORS IN DECIDING WHERE TO PURCHASE GROOMSMEN ATTIRE

1 Good price	6 Attire makes me feel confident & relaxed
2 Best quality	7 Best customer service
3 Within budget	8 Coordinate with bridesmaids
4 Meets vision	9 See color in-person
5 Try size in-person	10 Try style on in-person