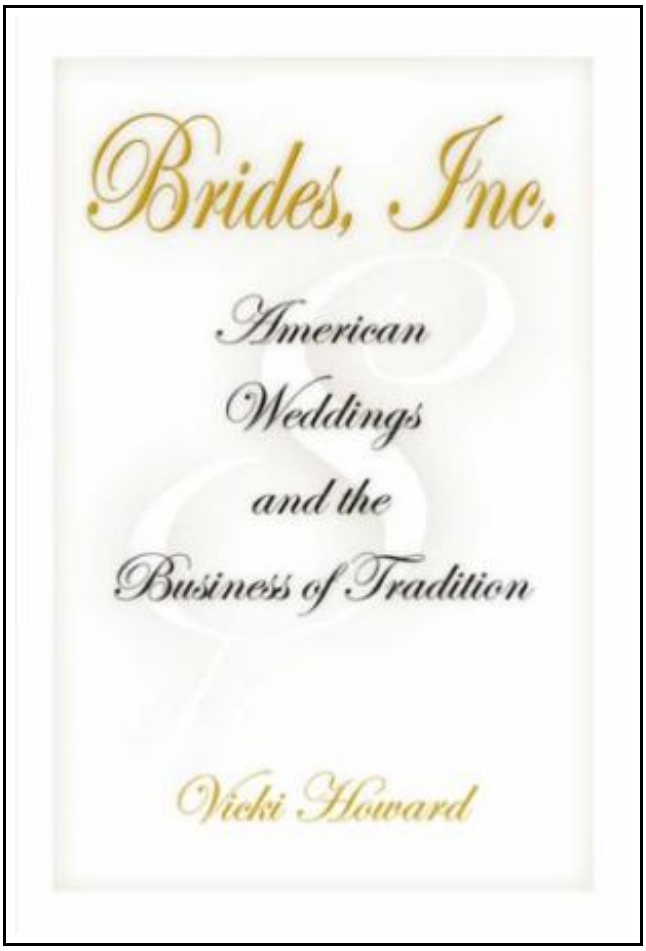
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BRIDES, INC.: AMERICAN WEDDINGS AND THE BUSINESS OF TRADITION (PAPERBACK)

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University of Pennsylvania Press, United States, 2008. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book. Named Best of the Best from the University Presses for 2007 by the American Library Association Weddings today are a $70-billion business, yet no one has explained how the industry has become such a significant component of the American economy. In Brides, Inc., Vicki Howard goes behind the scenes of the various firms involved-from jewelers to caterers-to explore the origins of the lavish American wedding, demonstrating the important role commercial interests have played in shaping traditions most of us take for granted. Howard reveals how many of our customs and wedding rituals were the product of sophisticated advertising campaigns, merchandising promotions, and entrepreneurial innovations. Tracing the rise of the wedding industry from the 1920s through the 1950s, the author explains that retailers, bridal consultants, etiquette writers, caterers, and many others invented traditions-from the diamond engagement ring and double-ring ceremony to the gift registry to the package-deal catered affair. These businesses and entrepreneurs, many of them women, transformed wedding culture and set the stage for today s multibillion-dollar industry. The wedding industry began to take shape between the 1920s and the 1950s. Bridal magazine editors and etiquette writers, jewelers, department store window display artists, bridal consultants, fashion designers, and caterers invented new consumer rites and promoted higher standards of wedding consumption. Claiming ties with ancient customs and various historical periods, the wedding industry promoted new goods and services as timeless and unchanging. It introduced new ring customs and wedding apparel fashions, and modern services, such as gift registries that rationalized gift customs, bridal salons that saved time and made wedding planning more efficient, and wedding packages that standardized ceremonies and reception celebrations. During World War II, the traditional white wedding...

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