

Wedspiration Ideal Client



The Vintage Girl



The vintage girl is between the ages of 25-34 and white British. She lives in a town or the country with her fiancé. Both her and her fiancé work in medium paid jobs and have their own home which has a distinct rustic vintage feel to the decor. She has a salary of £20,000+ per year. They are looking to have a small to medium sized wedding with a budget of £12-16,000. She likes to read alternative fashion and vintage home magazines and is particularly inspired by the 50s and 60s. At home she likes to watch documentaries such as Kirsties Handmade Home and enjoys crafting. Her fashion style has a retro vintage feel and she loves

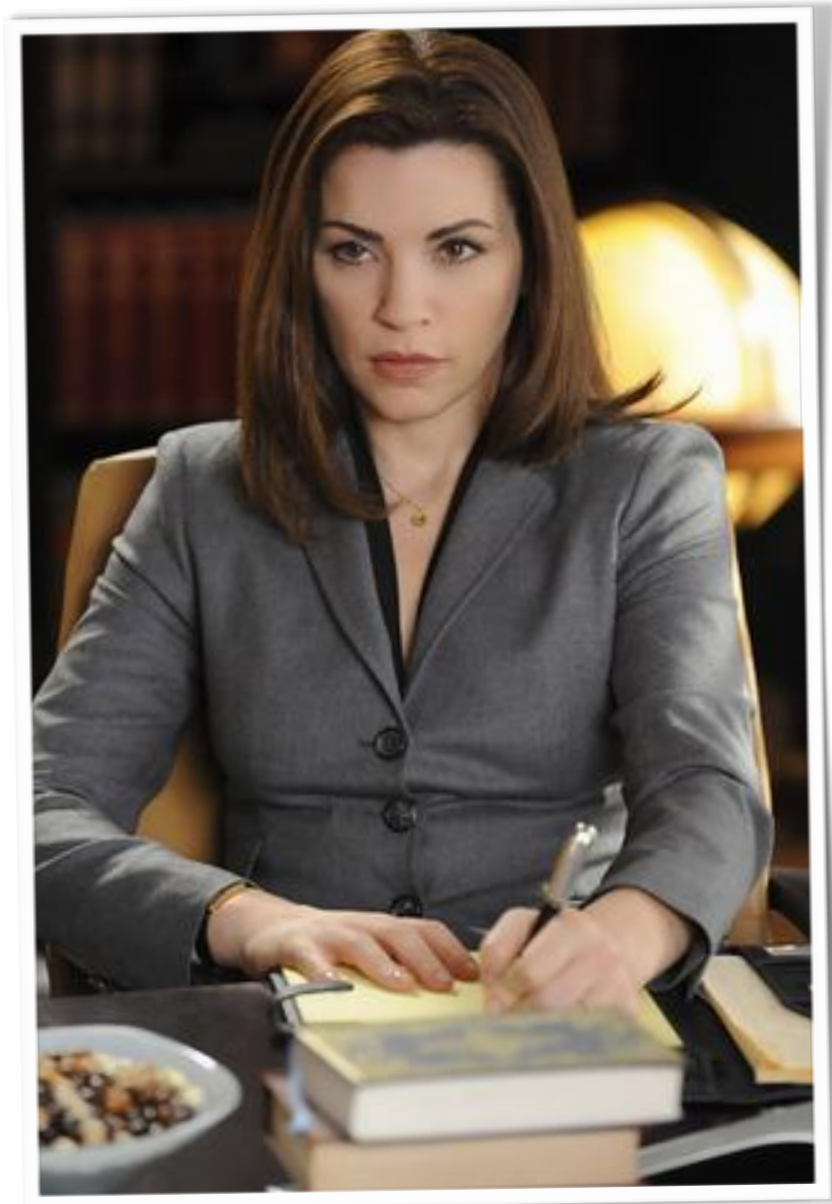
looking through vintage fairs for inspiration and new ideas. She enjoys low key socialising, enjoys eating out with friends and watching bands, she is also a lover of festivals. She is looking to bring a unique handmade vintage edge to her wedding and ensuring she gets that vintage look is her biggest concern. She loves handmade products and anything herbal, organic and ecofriendly. Her favourite wedding blogs are Whimsical Wonderland Weddings, Boho Weddings, Festival Brides and Emmaline Bride. Her favourite general blogs include Oh So Lovely Vintage, Victorias Vintage and Lady Liquor Vtg.

The Fashionista



The fashionista is between the ages of 25-34, she is white British or Asian and lives and works in the city. She earns £25-30,000 per year and her fiancé has a high flying city career earning £60,000 per year. Some might call her a gold digger, but she just enjoys the nice things in life. She has no children, just her little dog which she adores. They are planning a big white wedding and money is no object, she has always envisioned being a princess on her wedding day and needs to show this to all her guests. She likes money, clothes and to look good and can frequently be found shopping and in the beauty salon. She likes to read high class fashion and beauty magazines and keeps up to date with all the latest trends. She likes to socialise with her friends and has lots of bridesmaid, she can be found in high class restaurants and cocktail bars. She has employed the services of a wedding planner and venue styling company for her wedding day. She often uses Facebook, twitter and pinterest. She enjoys holidays, especially tropical ones and fashionable city breaks. She has all the latest mod cons including an iPad, iPhone and uses top of the range products. She is a fan of her credit card. Her favourite blogs are Little Bird Fashion, She wears Fashion and LLYMLRS. Since becoming engaged her favourite blogs are now Rock My Wedding, Style Me Pretty, Love My Dress and Far From The Wedding Crowd.

The Professional



The professional is a woman between the ages of 25-34 she is white British. She lives and works in the city in a professional career such as law, finance, marketing or PR. She is degree/masters educated and earns in excess of £35,000 per year. Her and her fiancé have their own home but no children. Her partner is also well educated and works in a professional career. Both of their families and friends also work in professional careers. They are having a medium to large wedding with a budget of £20,000. She reads The Guardian and The Times newspapers

and intellectual and industry specific journals. She enjoys watching documentaries when at home. She likes to dress smartly and looks professional and shops at mid range stores. She likes to socialise in bars and enjoys eating out with friends and going for coffee at the weekend. She also enjoys weekends away and enjoys holidaying in destinations of cultural interest. She is interested in high quality and is prepared to spend extra money to ensure high quality. She might use a wedding planner to assist with the wedding and will use venue styling services. She uses LinkedIn, twitter and pinterest. She is looking for a unique twist to her wedding, her main concern is ensuring the day runs smoothly and maintaining control. She is an apple fan and enjoys mid range products. Her favourite blogs are She Loves London, Birds in the Blog, Travel Blogs and Industry Specific Blogs. Her favourite wedding blogs include Rock My Wedding, London Bride and Love My Dress.