



Credit: Benjamin Wheeler

# La Lista

The Italian wedding trend edit 2024



# Ciao bella

Welcome to La Lista's 2024 Trend Edit: a not-to-be-missed curation of the styles set to inspire at weddings in Italy next season.

We're thrilled that experience is finally everything. Events are created with how they feel at the heart of them. Couples are putting guests central to plans by making them feel extremely special as integral parts of the celebrations; whilst creating uniquely immersive events that represent them as a couple. Traditions are questioned, the couple's values and ideas prevail and weddings are whatever we want them to be! Yes to this!

In 2024 we'll see more of this curated reality, through the use of phones at weddings, and candid disposable photography where the imperfect moments are celebrated and become THE moments of the wedding. Professional photographers will observe and capture these in-between moments, movements, and stolen details more than ever before.

Effortless style is in. Luxury, laid-back dinner parties in epic spaces. Minimalist moves that maximise style budgets. Letting the location and atmosphere do the work. A natural evolution of design and budgets are stretched and prices continue to rise.

Bigger is still better for some. Extravagant, fully produced weddings are bigger than ever before with, huge décor moments, installations, and experiential design to really blow guests away and fully customise the space.

Whatever the trend may be, the biggest trend of all is being true to yourself and your wedding and sharing in its perfectly imperfect reality...and we couldn't be more here for it.

Enjoy this beautiful edit,

## Lucy

*Founder & Director, La Lista*





Credit: @natalieevans\_photography @fionafleurstudio

## **Trend #1 / Crushing on crimson**

Are you ready for the return of red? In 2024 we will see dark red, crimson, and burgundy tones taking over the world of wedding design.

Tablescapes will be bold, dynamic and show-stopping. Going all in with one colour, or colour-blocking, will be huge in 2024.

## Trend #1 / Crushing on crimson



*“There’s a shift from conventional wedding color palettes to more dynamic and bold shades. Experiment with various textures by combining different materials to achieve a distinctive and visually captivating aesthetic.”*

VALENTINA LINDI, WEDDING PLANNER & STYLIST



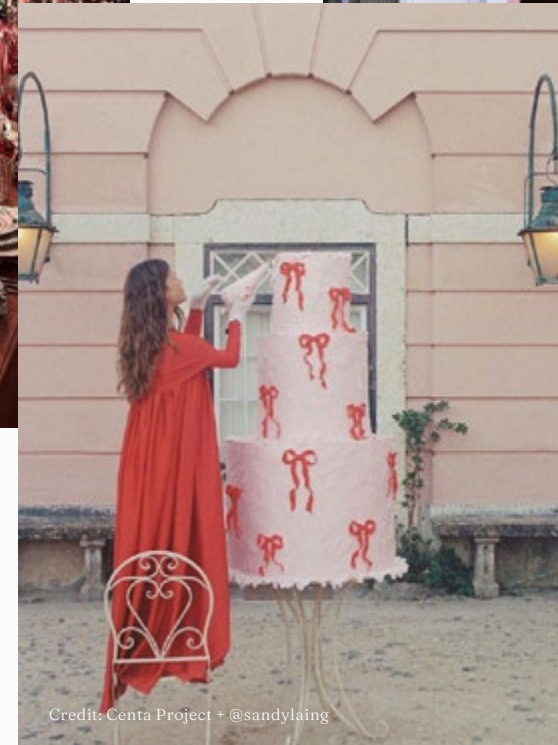
## Trend #2 / The 'bowment'

Bows of all shapes and sizes are going to be a mega trend in 2024. Previously a big hitter in bridal fashion and on the place setting, bows are now extending their reach way outside of the wardrobe. From XL bow installations, to kitch cake design and bow-adorned candelabra - this traditional touch is back en-vogue. Take a bow and put it anywhere, you'll be on trend.

## Trend #2 / The 'bowment'

*“Bows aren’t new to the wedding scene but what’s new is where they’re appearing! Unexpectedly showing up on buildings, cars...I’m excited to see what shapes and textures they take in 2024. I’m expecting bow shaped foods and full installations, even table layouts!”*

LUCY WHITE, WEDDING PLANNER & STYLIST



## Trend #3 / Tactile textures

An all-white aesthetic never really goes out of style, but in 2024 we will see more layers, more texture, and a more laid-back approach to styling.

Pristine perfection and fine dining are out, and a more organic, soft and cosy vibe is in. Think clouds of fluffy hydrangeas, luxuriously draped linen and tactile textures.



## Trend #3 / Tactile textures



*“It’s wonderful to see texture experts emerge and shine in our industry: drapists, linen producers, ceramic artists, we’re celebrating art and the handmade. Textures will be used to soften a space, lean in to local history and in some cases as a tool to completely transform spaces with complete installations. Texture of all types will be celebrated everywhere.”*

LUCY WHITE, WEDDING PLANNER & STYLIST





Credit: @lucywilliams02 @mango

## **Trend #4 / Embracing the curves**

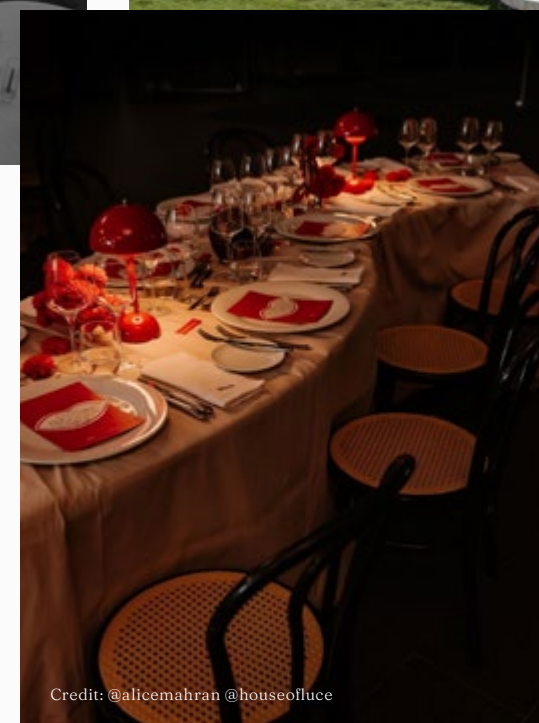
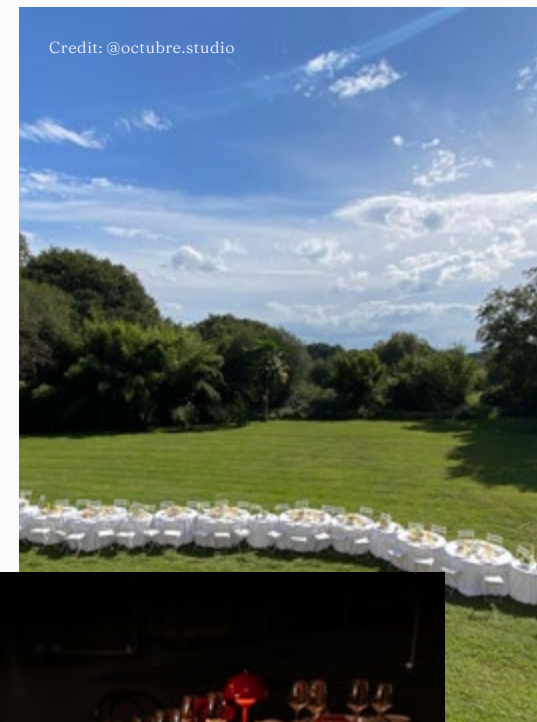
More couples will be doing it their own way when it comes to the table layout for their wedding meal. There will be a move away from the traditional top table format, as well as banquet or round tables

Creative curved and serpentine table layouts will be trending in 2024.

## Trend #4 / Embracing the curves

*“In 2024 we will see tables positioned in different and unique ways. Long curved tables inspired by the Mango event this summer, and also round tables connected in a row or serpentine shape.”*

VALENTINA LINDI, WEDDING PLANNER & STYLIST



## Trend #5 / Food-focused

Food will be a huge focus for couples in 2024, for both eating (naturally) and for styling their weddings tables.

On the eating side, there is a desire for simple, tasty and authentic Italian cuisine. Nothing fancy or outside of the box. Quality food done right.

Table styling will heavily incorporate food items, in a sporadic, sprawling and unique way. Perfection is out and a modern take on rustic is in.



## Trend #5 / Food-focused

*“Food will become the main decorative element in table design. Where we have previously seen food used as a complement to floral decoration, now it will have a starring role. Food will be fashioned into actual sculptures. Even the most unexpected foods will become the center of these still life, artistic tables.”*

VALENTINA LINDI, WEDDING PLANNER + STYLIST





## Trend #6 / Sculptural florals

*“We’ll see sculptural floral arrangements and installations, incorporating a mix of diverse mediums, including fabric and fruits. Bows are also emerging as a focal point in floral arrangements, adding a touch of sophistication and charm.*

*Additionally, sculptural fruit compositions are being integrated with florals to evoke a contemporary feel while celebrating the essence of Italian aesthetics.”*

MARTA SANDRI, FLORAL DESIGNER

## Trend #6 / Sculptural florals



*“I’m enchanted by the organic beauty of sculptural floral arrangements, softened with frills and textures from lamps to bows. The overall look is ethereal and elegant.”*

MARTA SANDRI, FLORAL DESIGNER



Credit: CASSIE CASTELLAW

## **Trend #7 / Retro revival**

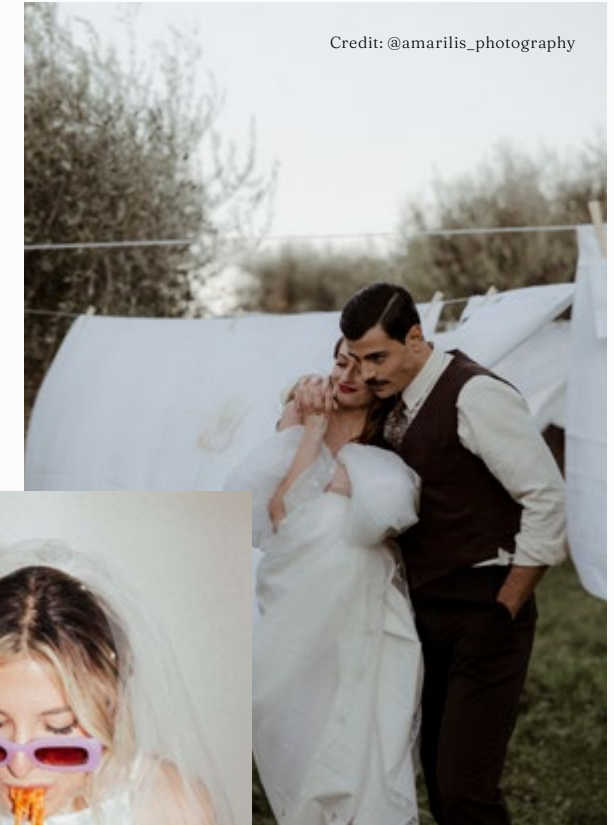
Retro 70s-inspired weddings will be having a serious moment in 2024. Warm-hues, full-color-flash-photography, kitsch cakes, mini-bridal dresses and statement sunnies.

The 70s bride is having a revival and we're excited.

## Trend #7 / Retro revival

*“One of my favourite trends; retro is really exploding. From 70’s colours, clashes, bold fonts, kitch cakes, mini dresses and even tashes are back with a bang. More than that we’ll see an embrace of the past with more recycled elements like re-purposed family dresses even re-using past family wedding locations. Couples are searching for heritage and the deep and meaningful which will be embraced more than ever as part of the modern wedding.”*

LUCY WHITE, WEDDING PLANNER + STYLIST





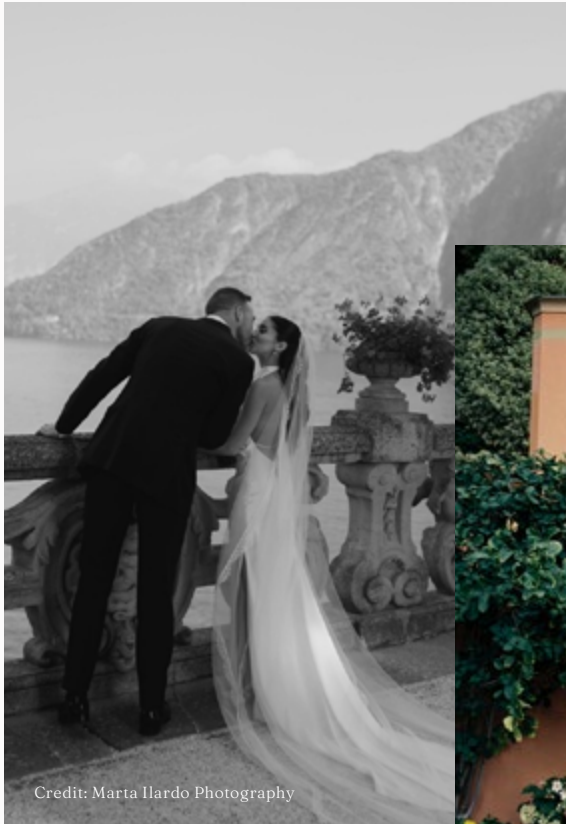
## Trend #8 / Effortlessly candid

Wedding photography and film are moving towards a more authentic era; capturing movement, those stolen in-between moments, and raw emotions.

More couples will look for film photography (alongside digital) for that added texture, grain, and timeless authenticity.



## Trend #8 / Effortlessly candid



*“My couples are being drawn to the more authentic, raw, almost imperfect moments in photography, that truly represent their connection to each other and their guests. They’re looking for digital and film photography delivered together with a strong editorial feel.”*

BENJAMIN WHEELER, PHOTOGRAPHER



## Trend #9 / Food fashion

*“More and more couples are looking for simple and delicious ‘home-cooked’ food and quality products.*

*Pizza nights will continue to be a popular choice for the welcome dinner but with edible and vegetable decoration, for example piling up beautiful varieties of tomatoes, artichokes, and peppers as a centerpiece.*

*In 2021 I created a giant pavlova of 1.20m for an adorable Australian couple who loved my pavlova but wanted it imposing and placed on a round table. Inspired by the aesthetics of the Italian millefoglie, I created this dessert and it was a huge success; we have served many more pavlova this year!*

*In 2024 we will see this trend for XXL desserts rise. Giant pavlova, giant strawberry pie, giant chocolate opera, or classic desserts in abundance. I have a wedding coming up for a very creative client who works in catering in NYC, and we will create a cascade of baba au rhum, whipped cream arranged in a large old serving dish.”*

AMANDINE ANGLADE, CITRON PAVOT

## Trend #9 / Food fashion

*“For the main event dishes to share are on trend for the dinner; meat cooked for a long time, stuffed vegetables from the south, fresh whole fish, risotto, and fettuccine with truffle. Couples crave the simplicity of beautiful produce, well cooked with a small amount of other ingredients.”*

*For late-night snacks, we will see a rise in proper comfort food: grilled cheese with comté & truffle, grazing tables, chocolate fondant, etc. any street food but with local & quality ingredients.”*

AMANDINE ANGLADE, CITRON PAVOT



Credit: @clement\_mi @citronpavot



Credit: @the\_table\_edit @amigrayling



Credit: @lucylaucht @alexandtrahanas

## Trend #10 /

### Italian maximalism

Hand-in-hand with the rise of Sicily as the wedding destination of the moment; Italian maximalism and retro Italian glamour will be big in 2024. Think Dolce & Gabbana prints, red and white chequered tablecloths, Moorish heads, and bold and graphic table design.

A fresh and modern take on that traditional, rustic Italian aesthetic.



Credit: Alex Bramall

## Trend #10 / Italian maximalism



*“Sicilian ceramics and maiolica are very distinctive; use pieces to decorate your wedding tables or introduce into your stationery. The best thing would be giving your guests some ceramic objects as your wedding favours, so that everyone can bring home a piece of Sicily!”*

KSENIA, SICILIAN WEDDING LAB

## Trend #11 / Surprise moments

Experiential gifting and surprise moments will reach new heights in 2024. Couples are no longer focused on expensive material gifts for each other and instead will invest in making memories. A surprise tenor at dinner singing the groom's favourite song, incredible fire-dancers to wow guests as the sun goes down or an artist live sketching your loved ones.

Unique experiences are the new luxury. Gifting life-long memories, delighting your guests, and creating a whole damn moment is the vibe for 2024.



Credit: @lune1860

## Trend #11 / Surprise moments



Credit: @katiejulia\_@daisyamodioevents



Credit: Georgia Verrells



Credit: Georgia Verrells

*“I’ve seen surprise songs where the bride or groom has gotten up and sung to their partner with the band. I’ve seen surprise gifts and even surprise flash mobs at weddings. These unexpected moments of love and thoughtfulness leave a lasting impact not just on the couple but on the guests... and capturing their genuine reactions is incredibly rewarding.”*

GEORGIA VERRELLS, PHOTOGRAPHER





## Trend #12 / Curated reality

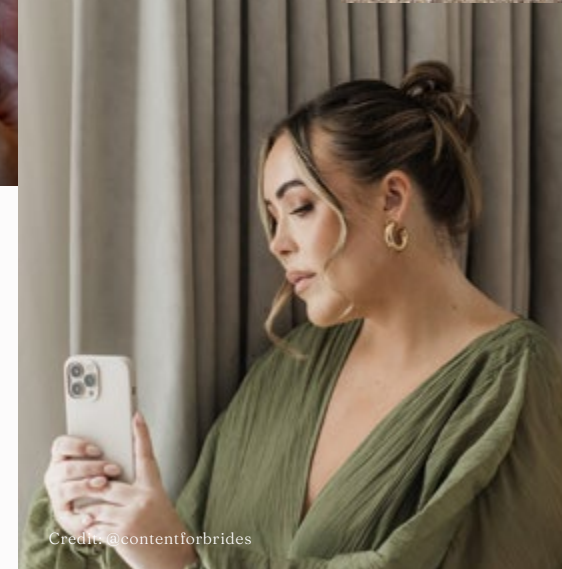
Weddings in 2024 will be all about embracing your own reality, crafting celebrations that are 100% you and capturing all the realness that comes with it.

We will see the rise in content creators at weddings in 2024, with couples wanting to capture real-time, candid, and behind-the-scenes footage from their wedding. Nothing stiff or posed, just real moments from a perfectly imperfect day.

## Trend #12 / Curated reality

*“Armed with nothing but an iPhone and a keen eye for fleeting moments, a wedding content creator will blend in perfectly to your wedding day working seamlessly with your photographer and videographer. They’ll capture the natural, intimate details of your day as they unfold. No staged poses. Just real and candid moments instead of manufactured memories – delivered to you in less than 24 hours.”*

ALEX OCONNOR, CONTENT FOR BRIDES

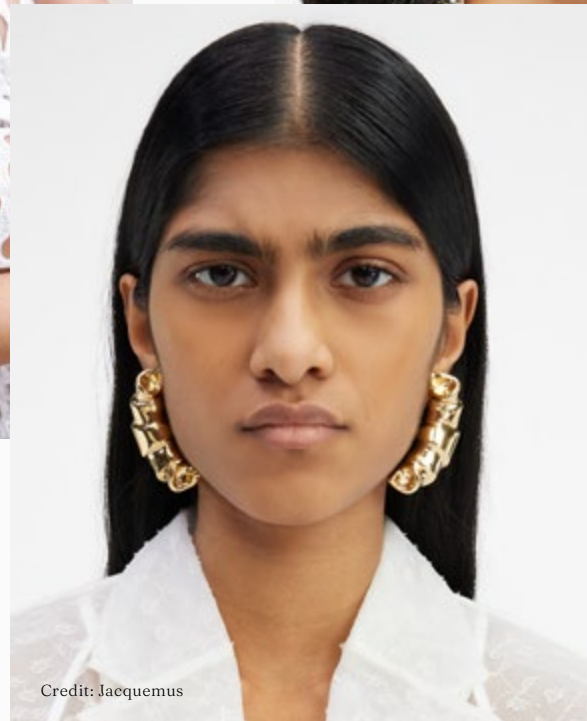
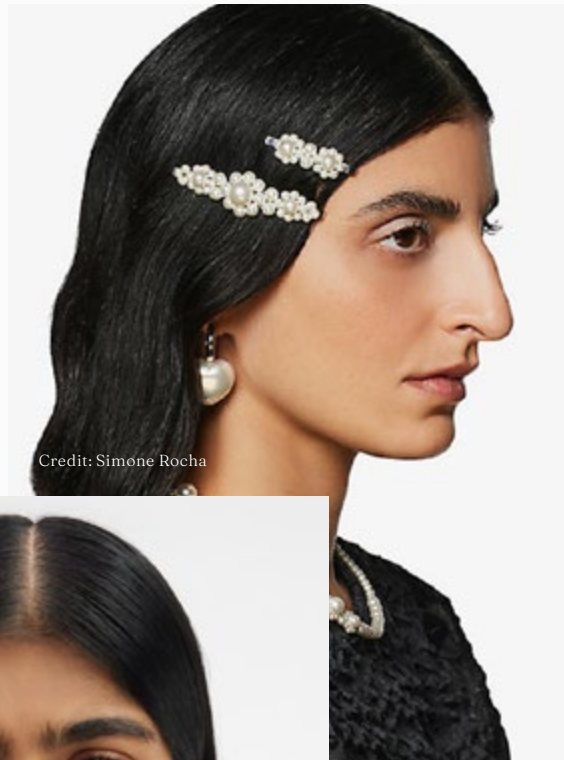


## **Trend #13 / Statement jewellery**

Bridal jewellery will be sculptural, chunky, and extra-large. Not just complimenting but creating a look. Statement earrings with unique angular shapes, hoops that know no bounds, and styles adorned with pearls. Extra-large statement hair slides will also be huge in 2024.



## Trend #13 / Statement jewellery



*“Instead of changing your outfit, do a styling switch-up to take your look from day to night - swapping more toned down and subtle ceremony pieces for larger, fun party earrings and accessories means less time away from the party.”*

ANNELISE SEALY, THE FALL BRIDE



## **Trend #14 / Bridal fashion**

Bridal fashion is no longer a one-style-fits-all situation. Brides in 2024 will be owning it; connecting to their individual style and embracing bolder and more show-stopping looks.

We will see over-the-top ruching, standout appliqué moments, dropped waists, and a departure from traditional white. From glimmering gold to barbie-core pink and sultry black, there are some new bridal shades on the block.

In 2024 we will also see more and more destination brides spreading their clothing spend to dress not just for the big day itself but for a full bridal wardrobe; taking them from the engagement drinks to the after-party.

## Trend #14 / Bridal fashion

*“The big trend we’ve seen coming through for the 2024 collections is ruching. Previously a smaller detail that featured as veil trims or on a sleeve, this textural detail is now being used to give a unique twist to figure-flattering silhouettes.”*

ANNELISE SEALY, THE FALL BRIDE



# Industry



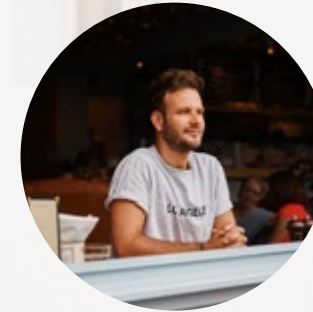
**Lucy White**  
Wedding Planner & Stylist



**Marta Sandri**  
Floral Designer



**Valentina Lindi**  
Wedding Planner & Stylist



**Benjamin Wheeler**  
Wedding Photographer



**Annelise Sealy**  
The Fall Bride



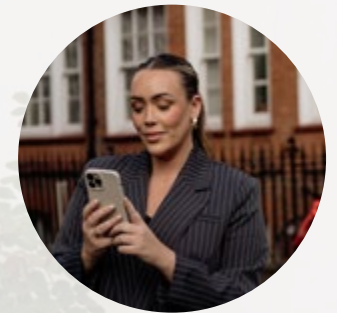
**Amandine Anglade**  
Citron Pavot



**Georgia Verrells**  
Wedding Photographer



**Ksenia Molostvova**  
Wedding Planner & Stylist



**Alex Oconnor**  
Content For Brides

For daily italian wedding  
inspiration, expert planning  
advice and tried-and-tested  
vendors visit: [www.lalista.com](http://www.lalista.com)