



# Emotional Marketing and Storytelling in Wedding Collection Branding

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**Abstract:** The article analyzes the application of emotional marketing and storytelling in the development and promotion of bridal collection brands. Emotional marketing generates narratives that awaken profound feelings and value-based associations, while storytelling constructs the collection's image as a "character" with its own history and cultural context. The relevance of this topic is determined by widespread demand for a personalized experience and a deep affective bond with the brand in the selection of wedding items, where consumers prioritize symbolic and emotional motives over purely rational product attributes. The aim of the study is to examine the theoretical and methodological foundations, as well as practical aspects, of employing emotional marketing and storytelling tools to optimize branding strategies intended to enhance the brand equity of a bridal collection. To achieve this, descriptive and content analyses of academic publications and market data from the past five years were conducted, which made it possible to identify the main strategic directions and macrotrends in the use of emotional technologies in wedding collection marketing. The findings are of practical interest to marketers, brand managers, designers, and consumer behavior researchers, demonstrating that the integration of authentic, emotionally rich narratives into a brand's communication architecture acts as a catalyst for a deep emotional connection with the audience, increases the perceived value of the offering, serves as a reliable predictor of purchase decisions, and promotes organic content dissemination and sustainable growth of market share.

**Keywords:** emotional marketing, storytelling, branding, wedding collections, consumer behavior, wedding industry, marketing communications.

## Introduction

The wedding industry, as one of the most rapidly evolving segments of the global consumer market, possesses a distinctive character driven primarily by the high emotional needs and expectations of clients. When selecting wedding elements—such as attire, accessories, and related components—the end consumer relies less on utilitarian and rational criteria and more on profound psychological motives associated with the transformation of self-perception, the embodiment of idealized visions of celebration, and the aspiration to obtain an unparalleled existential experience [1, 5]. According to Market.us, the global wedding services market is projected to reach approximately USD 677 billion by 2033, compared to USD 201.2 billion in 2023. Over the forecast period from 2024 to 2033, the compound annual growth rate is expected to be 12.9 % [2]. This increase is largely attributable to the growing global trend toward customization and the rising interest in the “unique experience” format, which allows couples to emphasize their individuality through meticulously curated event details.

In an environment of intensified market competition and heightened consumer demands, traditional product-oriented marketing tools are losing effectiveness. Companies are compelled to shift focus from informing about technical specifications and price advantages toward establishing emotional connections with the target audience. Emotional marketing strategies become a key driver of success for brands offering goods and services with a high level of symbolic value, which undoubtedly includes wedding attire and accessories [3]. Intensive influence on the potential customer’s emotional sphere makes it possible to build an affective attachment, which becomes a critical factor in the purchase decision: it creates not only a positive brand image but also a sense of belonging to its values, which ultimately stimulates consumer behavior [4].

Storytelling occupies a special place among the tools of emotional marketing, enabling brands to communicate their identity, mission, and value system through carefully crafted narratives. In the context of the wedding segment, where every element—whether the fabric of a gown, the design of an accessory, or a bespoke finish—carries deep symbolic meaning and

evokes powerful personal emotions, the use of narrative techniques opens extensive opportunities for establishing trusting, long-term relationships with the audience. Narrating a romantic tale, a designer’s inspiration, or the subtleties of craftsmanship allows a brand to distinguish itself from competitors, underscores its uniqueness, and helps build a loyal community around the brand’s values [3, 5].

Despite the widespread recognition of the importance of emotional components in marketing research, a noticeable gap remains in the systematic analysis of the specifics of applying emotional marketing tools and storytelling directly to the branding of wedding collections.

**The objective** of the research is the detailed identification, critical analysis, and subsequent conceptualization of the most effective emotional marketing and storytelling strategies employed in the creation and promotion of contemporary wedding collections.

**The scientific novelty** of the study lies in the development of an integrative (“synergistic”) approach, which entails the joint and mutually complementary use of emotional marketing instruments and storytelling techniques to enhance the attractiveness of a wedding collection brand. The proposed conceptual framework considers current market trends, the transformation of consumer behavior, and the specific characteristics of digital communication channels, thereby enabling the substantiation of new hypotheses concerning the mechanisms by which a deep emotional bond is formed between the brand and the end consumer.

**The author’s hypothesis** is that the consistent, authentic, and strategically considered integration of emotionally rich narratives into the multimodal communication channels of wedding collection brands will contribute to a statistically significant increase in target-audience engagement. In turn, such engagement will lead to a strong affective attachment to the brand and, consequently, to the sustained strengthening of the company’s competitive position and the improvement of its commercial performance compared with brands that rely primarily on rational-pragmatic argumentation.

## Materials And Methods

To achieve the stated goal and to test the hypothesis, a comprehensive analysis was conducted of academic

publications, industry reports, and empirical data related to the research topic.

In contemporary studies of wedding-collection branding, particular attention is paid to authenticity, digital experience, and sustainable consumption methods and approaches within the luxury fashion segment. Lin F. L. and Ku T. H. [1] analyze how digital brand experience influences the perception of luxury-brand authenticity, the formation of emotional attachment, and customer loyalty. Essiz O. and Senyuz A. [9] demonstrate that ethical and sustainable factors (sustainability, social responsibility), together with emotional considerations, determine the perceived value of luxury goods—an issue especially pertinent to wedding collections, where the provenance of materials and craftsmanship enhances emotional significance. Kolar Č. S. [8] emphasizes that, for wedding brands, it is important to construct narratives tied to cultural codes and family traditions in order to reinforce uniqueness and foster emotional engagement with the audience.

Emotional brand attachment and the power of emotional advertising are regarded as key factors in the transition from customer satisfaction to loyalty. Ghorbanzadeh D. and Rahehagh A. [3] propose a model in which emotional attachment and brand love serve as bridges between satisfaction and loyalty, a connection that is critical for bridal collections where the purchase is closely tied to personal experiences. Vrtana D. and Krizanova A. [6] investigate the influence of emotional advertising appeals on consumer behavior and brand–consumer relationships, demonstrating that the use of emotional triggers (joy, nostalgia, a sense of participation in an important event) contributes to increased impulse purchases and strengthened long-term attachment, which is especially important for bridal brands that create an emotional component in their products.

Digital marketing, social media, and the role of influencers are regarded as drivers of engagement and trust. Hollebeek L.D. and Macky K. [7] propose a model of the influence of digital content marketing on engagement, trust, and consumer value, emphasizing that visual content and behind-the-scenes materials are critical for establishing an emotional connection within bridal fashion. Marchowska-Raza M. and Rowley J. [5] investigate processes of value formation and co-creation in social media communities, demonstrating that involving audiences in content creation (for

example, collaboratively developing wedding accessory design ideas and sharing authentic couples' stories) strengthens loyalty and enables brands to better understand customer values. Lidgren J., Major M. and Singh, B., & Kaunert, C. [11, 13] focus on the impact of influencers on sustainable consumption among Generation Z, noting that collaborations with bloggers who share genuine wedding narratives bolster trust and authenticity. Shamim K. and Islam T. [12] illustrate how message credibility and media credibility enhance trust and impulsive purchases in digital influencer marketing. Widyatmoko W. [14] emphasizes that the use of live-streaming platforms and workshops contributes to the creation of an emotional context. Secundo G., Del Vecchio P., and Mele G. [4] demonstrate that a structured approach to content strategies in social media generates both economic and social benefits, which is also applicable to bridal brands.

Narrative advertising and wedding services market research reveal the role of storytelling in creating an emotional experience. Yıldız S. and Sever N. S. [15] demonstrate that narratives enhance memorability, trust, and emotional attachment to a brand, which is important for bridal collections, where accounts of a collection's creation and designers' inspirations strengthen emotional resonance. The reports *Global Wedding Services Market By Type* [2] and *The Knot 2025 Real Weddings Study* [10] provide statistical data on market trends and consumer preferences, showing a growing demand for personalized services and emotional experiences. Clients seek weddings that reflect their personal story, which creates an additional need for emotionally rich brands.

Thus, despite the consensus among most authors regarding the importance of emotional and narrative approaches, contradictions and gaps remain. Lin F. L. and Ku T. H. [1] emphasize digital experience as a catalyst for authenticity, whereas Essiz O. and Senyuz A. [9] underscore the primacy of sustainability and ethics, indicating a need to balance technological innovation with environmental responsibility. General engagement and influencer marketing models [7, 11, 12] are not yet sufficiently adapted to the specifics of the wedding industry, which requires consideration of ritualistic and emotional context. Moreover, studies on narrative advertising have paid little attention to visual storytelling techniques, and wedding services market reports [2, 10] do not integrate data with specific emotional marketing strategies. Open questions remain

regarding the combination of digital technologies with sustainable practices, effective visual storytelling methods, and the integration of market data with narrative strategies to create holistic branding models for wedding collections.

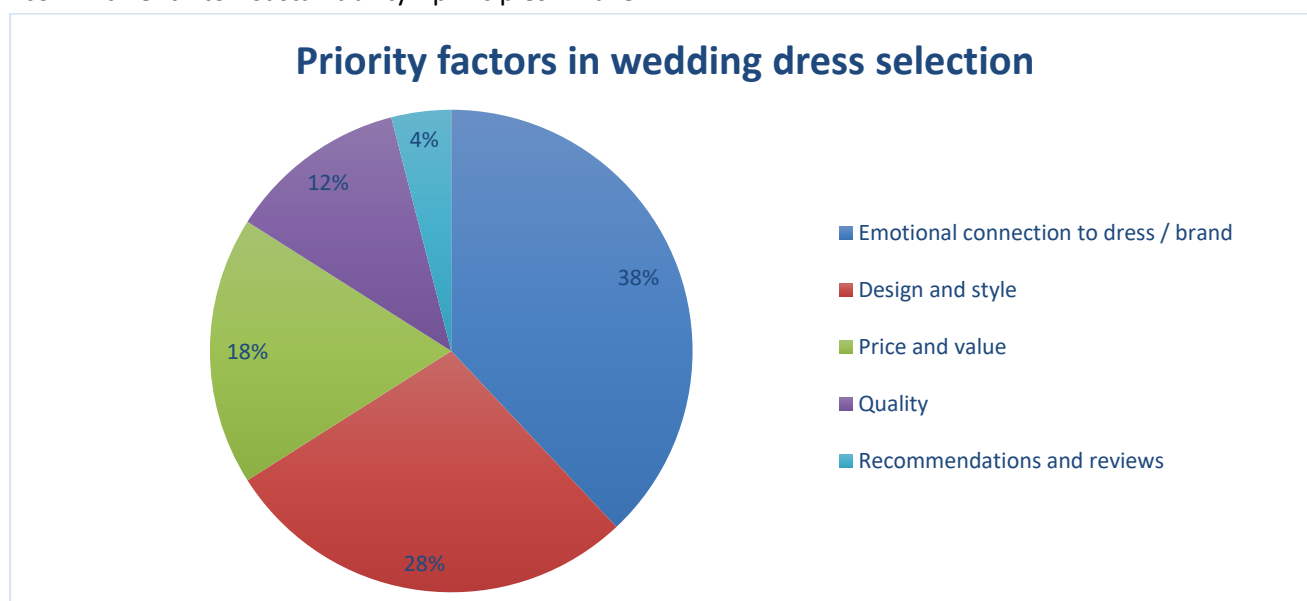
## Results

Wedding ceremonies are inherently imbued with emotional experiences, creating a unique environment for brand–client interaction. Companies that adeptly leverage the event’s emotional atmosphere gain a significant competitive advantage. Emotions such as love, joy, and the anticipation of a dream coming true become primary targets of marketing communications. According to research in consumer behavior, when choosing high-involvement products, emotional factors often prevail over rational ones [3, 6]. Consequently, bridal collection brands actively employ visual semiotic techniques and carefully crafted narratives aimed at evoking those emotions in the target audience.

Storytelling functions as one of the most effective ways that enables a brand to move beyond a mere presentation of product features and convey its uniqueness and value proposition to the consumer. A well-constructed narrative humanizes the brand and enhances its relevance in the eyes of an audience that favors authenticity and transparency. Narrative threads may focus on the brand’s history, the craftsmanship of its creators, and the sources of inspiration for the collection; on accounts from real customers (user-generated content); or on value-driven aspects such as a commitment to sustainability principles. Taken

together, these approaches resonate with the worldview of contemporary consumers and strengthen the emotional response to brand communications [1, 9].

Traditional models, focused primarily on the product’s functional characteristics (fabric quality, structural design features, price segment), gradually give way to emotionally driven strategies based on active use of storytelling. In this approach, the central concern is not merely providing information about the purchase but crafting an emotional narrative that reflects the brand’s values and the bride’s unique experience [7, 8]. Contemporary marketing of bridal collections shifts from the goal of “selling a dress” to the strategy of “co-creating a unique, narrated story with the bride,” thereby fostering deeper engagement and long-term loyalty. The primary message transforms from “Purchase this dress” to “This dress is an integral part of her one-of-a-kind story.” An important change involves a shift in focus: the client is no longer viewed solely as a source of revenue; instead, she assumes the role of co-creator of the narrative and becomes a full member of the brand community. Simultaneously, communication channels move away from traditional media toward digital platforms, social networks, blogs, video content, and influencer marketing. As a result, the anticipated outcomes encompass not only short-term sales volume but also the development of lasting loyalty, the emergence of brand advocates, and an increase in customer lifetime value (LTV) [5, 11]. For clarity, Figure 1 presents a graph illustrating the factors that influence the selection of a wedding dress.

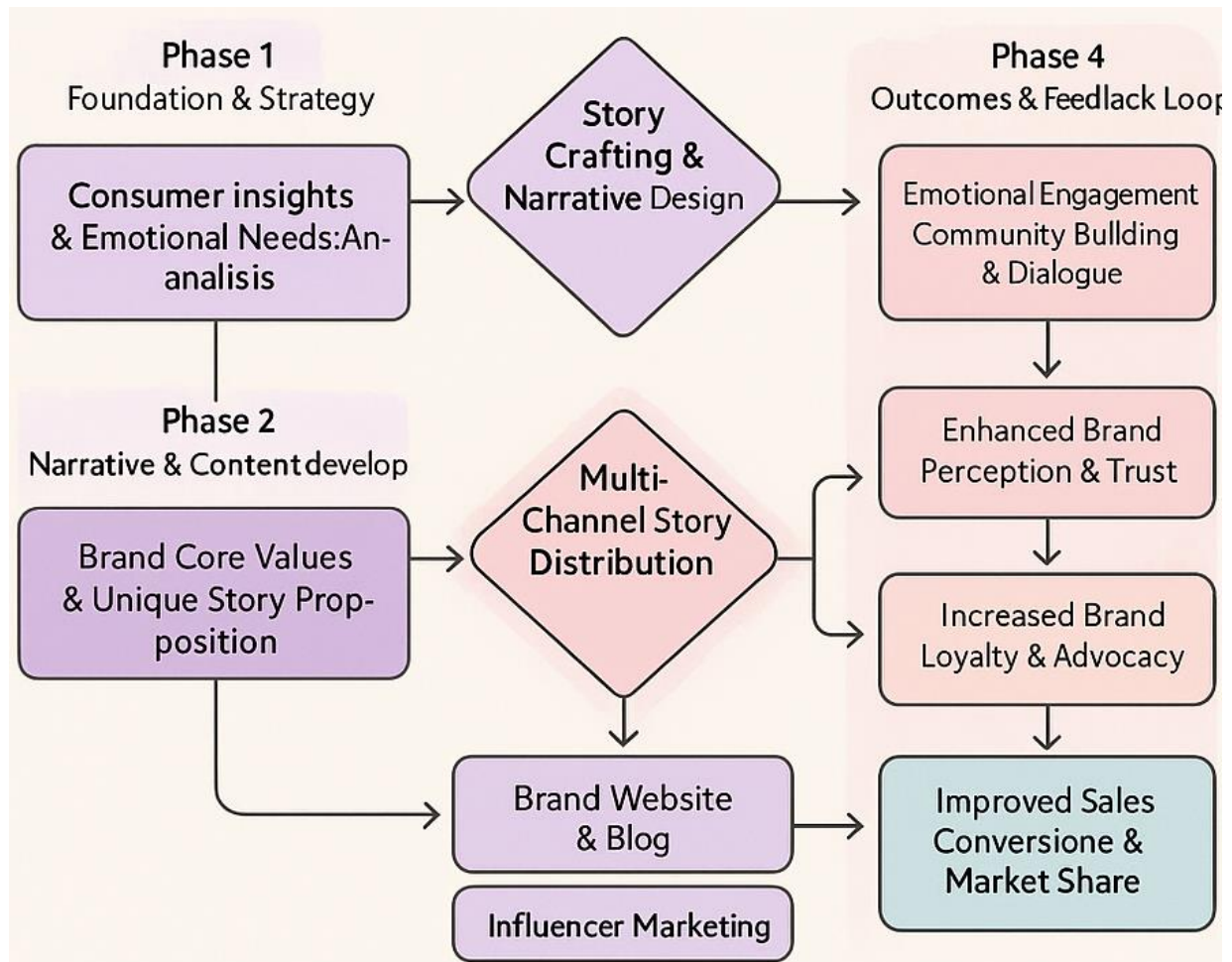


**Figure 1. Priority factors when choosing a wedding dress (compiled by the author based on the results of publications [1, 3, 5, 12]).**



The data reproduced for demonstration purposes, based on trends identified in industry reports, indicate that ephemeral yet deeply rooted emotional connections and alignment with individual beliefs serve as key factors in respondents' decision-making, often proving more significant than the direct price parameters of the offering. This metrics-based model underscores that, for the vast majority of the target audience, motivation grounded in personal values and emotional resonance with a brand or product establishes a stable preference long before cost comparison comes to the fore.

Visual platforms such as Instagram and Pinterest remain the most effective channels for storytelling in the wedding industry, which aligns with findings on the power of visual narrative in digital environments [9, 13]. TikTok and collaborations with influencers also demonstrate high effectiveness. Figure 2 depicts the model integrating emotional marketing and storytelling in the wedding industry.



**Figure 2. The model of integration of emotional marketing and storytelling into the branding of a wedding collection (compiled by the author based on the analysis of [1, 3, 9, 14].**

The model illustrates a cyclical process, effectively an algorithm, beginning with the analysis of audience needs and the definition of the brand's unique value proposition, proceeding through the development and dissemination of narrative content, and culminating in the achievement of desired outcomes in the form of increased loyalty and sales, followed by analysis to refine the strategy [4, 14]. A successful wedding brand

story is founded on authenticity, emotional resonance, audience relevance, uniqueness, visual appeal, and consistency. These elements together create a strong brand and foster the development of trust and loyalty.

Table 1 presents a comparison of approaches to branding wedding collections.

**Table 1. Comparative analysis of approaches to branding wedding collections [4, 5, 9, 11, 12, 15].**

Criterion	Traditional Approach	Emotional Storytelling Approach
Communication focus	Product attributes (fabric, cut, price)	Emotions, values, brand narrative, the bride's experience
Marketing objective	Information dissemination, direct sales	Bond creation, engagement, loyalty
Key message	"The dress meets parameters X, Y, and Z."	"This dress forms part of the bride's unique story."
Customer relationship	Customer as a transactional unit	Customer as a co-creator of the narrative, member of the community
Channels employed	Primarily print advertising, offline boutiques	Social media, blogs, video, influencers, user-generated content, AR/VR
Expected outcome	Short-term sales	Long-term loyalty, brand advocates, customer lifetime value
Performance metrics	Sales volume, on-site conversion	Engagement, reach, sentiment, user-generated content, customer lifetime value

The table illustrates the fundamental differences between the traditional product-oriented approach and the contemporary emotion-focused approach that employs storytelling. The latter is aimed at building deep, long-term relationships with the consumer, which is critical for the wedding industry.

### Discussion Of the Results

The data obtained from the analysis and the results of the literature review demonstrate that emotional marketing and storytelling have long transcended short-lived trends, having become foundational mechanisms for building a successful brand in the contemporary wedding industry. On one hand, consumers in the wedding services segment exhibit a high level of media and information literacy, which renders them especially sensitive to any manifestations of insincerity or artificiality in communications. In this context, authenticity emerges as one of the cornerstones of sustainable brand positioning: it is the genuineness of the message that enables trust-based relationships with the audience and the formation of strong emotional bonds, as confirmed by studies [5, 6].

The second important aspect to highlight is the personalization of narratives, in which a brand does not merely broadcast generic messages but adapts content to the specific needs and expectations of its target audience. Such a strategy not only reinforces the client's

sense of involvement in a "personal" story but also elevates the perceived value of the services offered, directly influencing the purchasing decision. Moreover, it is through the prism of individual life values and the characteristics of prospective newlyweds that narratives can be constructed to reflect their unique emotional scenarios—an aspect of particular importance in a segment where each couple seeks a personalized "fairy tale."

Nevertheless, despite the evident advantages, the implementation of high-quality storytelling entails a range of challenges. First and foremost, the development of narrative concepts, methods and approaches, requires a substantial investment of creative resources and budgetary funds. Companies frequently encounter a dilemma: either to rely on generic, rapidly scalable stories or to invest in an in-depth research phase—encompassing socio-cultural analysis, focus groups, and prototype testing—which leads to time delays and increased expenditures. As a result, a risk of "narrative exhaustion" inevitably emerges, wherein stories become stereotypical, devoid of substance, and fail to align with the audience's dynamically evolving preferences [6, 11]. This issue is particularly acute in contexts where social norms and values are shifting and new cultural codes are emerging, which traditional, monotonous narratives simply cannot capture.

The third key trend warranting special attention is the growing role of sustainability and ethical production practices within the context of storytelling. Contemporary young couples and their social circles are increasingly inclined toward brands that not only position themselves as creative leaders but also adhere to principles of environmental and social responsibility. In this context, it is essential for narratives surrounding a product or service to include elements demonstrating concern for minimizing ecological footprint, transparency in material supply chains, fair labor conditions, and support for local communities.

The fourth aspect is the digital transformation of marketing practices, which today opens entirely new avenues for the development of emotional marketing in the wedding industry. The emergence and dissemination of immersive technologies (augmented reality, virtual reality, 360° content) enable brands not merely to tell stories but to place clients within those narratives, making them active participants in the experience. For example, virtual tours of wedding venues, interactive 3D presentations of dresses or accessories, and the ability to directly influence the progression of narrative threads through gamified elements enhance engagement and create a fully immersive effect [1, 9, 10]. Moreover, the proliferation of social networks featuring stories and real-time video content broadens opportunities for feedback: users become not only passive recipients but also collective co-authors of the narrative, generating their own user-generated content (UGC), which can subsequently be integrated into the brand's official communication.

In conclusion, it can be asserted that the directions for further development of storytelling in the wedding industry will be grounded in the integration of sustainable practices, the adoption of cutting-edge digital tools, and deeply personalized engagement with the audience. Amid intensifying competition and the rapid evolution of consumer preferences, it is precisely the combination of emotional marketing, attention-capturing technologies, and a sincere, cohesive narrative that becomes the key driver of success for wedding collection brands.

## Conclusion

The conducted study demonstrates that emotionally charged communications and the methodology of storytelling serve as central elements in the formation of a lasting brand image within the wedding fashion sector

in the contemporary marketplace. Based on the analysis performed, it has been determined that consumers of wedding products and services seek not merely items, but a unique emotional experience and the opportunity to establish a profound connection with a brand that reflects personal values, notions of harmony, and aspirations.

Emotional factors play a primary role in purchase decision-making within the wedding industry: a sense of joy, the uniqueness of the moment, and a feeling of involvement. Brands that emphasize values such as love, happiness, and exclusivity in their communication secure a sustainable advantage and achieve higher levels of consumer loyalty. Moreover, storytelling functions as an effective instrument for humanizing the brand: authentic narratives concerning the designers' inspiration, craftsmanship, and the experiences of actual clients enhance trust, foster emotional attachment, and contribute to the development of long-term relationships with the audience.

A systematic and consistent approach to integrating elements of emotional marketing and storytelling at every stage of the customer journey ensures that one-time purchasers are transformed into active brand advocates. This is evident both in a unified style of visual and textual content and in the coordinated use of key emotional messages at each stage of engagement—from the initial advertisement to post-sale support. In this context, digital platforms (Instagram, Pinterest, TikTok, corporate blogs and websites) serve as primary channels for executing such strategies: visually oriented formats (Stories, Reels, Pins, blogs featuring photo and video materials) enable the presentation of archives, live broadcasts, and personalized narratives, thereby intensifying immersion and engagement.

Prospects for further research include in-depth study of cross-cultural differences in the perception of emotional messages within the wedding industry to adapt narratives for entry into international markets; development of algorithmic tools for quantitatively measuring return on investment from implementing emotional marketing and storytelling, thus providing justification for budget allocations to content strategies; and assessment of the potential of modern technologies (AR/VR, AI) to enhance emotional impact and create innovative storytelling formats—such as virtual fitting rooms and 3D narratives about collection creation—capable of generating a unique user experience

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