



2026 Summer Weddings





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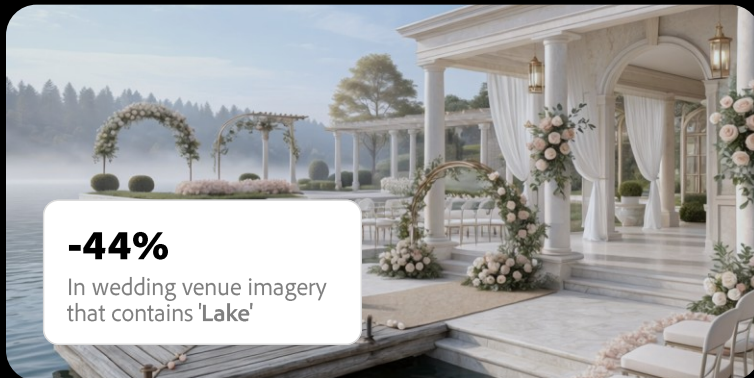
With summer wedding season just around the corner, couples are leveraging Adobe Firefly to visualize their dream day.

We took a look at how wedding prompts shifted in the 6-months leading up to wedding season from 2025 to 2026.

When we peel back the prompts, it reveals something unexpected: for a ceremony and celebration so steeped in tradition, prospective brides and grooms are bucking them, from attire to aesthetics—instead, opting for more modern elegance, personal style, and curated nuptials.

Venue: Modern Luxury Replaces Rustic Romance

The only wild at weddings these days is on the dance floor. Natural settings such as beaches, oceans, lakes, and bucolic barns are all on the decline as couples visualize more elegant outdoor aesthetics like terraces, estates, rooftops, and courtyards.



+45%

In 'Celebration' in
wedding imagery

+175%

'Champagne'

+46%

'Dance'

+64%

'Cocktails'

Reception: As Cake Crumbles, Champagne Pops Off

After the "I dos," it's time to party. More couples are focused on their reception's atmosphere and ambiance, visualizing champagne toasts, packed dance floors, and joyous celebration. What's missing? Cake, as prompts for the traditional centerpiece are quickly being relegated to the kids' table.

-43%

In wedding
reception imagery
that contains 'Cake'



+175%

In wedding flower imagery that contains 'Ranunculus'

Flowers: Curation Over Convention as Familiar Florals Wilt in Popularity

Ranunculus instead of roses.

Chrysanthemums instead of carnations.

Couples are visualizing beyond traditional symbolic wedding blooms for more seasonal, highly personalized botanicals—ones that look just as elegant on the 'gram as they do going down the aisle.



+102%

'Magnolias'

+62%

'Chrysanthemums'



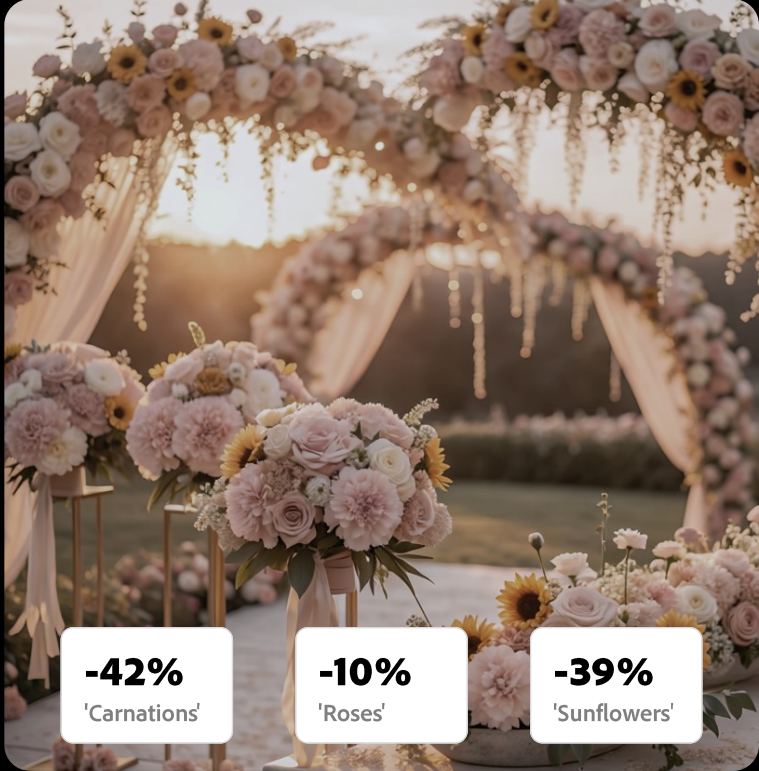
+48%

'Anemones'



-59%

In wedding flower imagery that contains 'Succulents'



-42%

'Carnations'

-10%

'Roses'

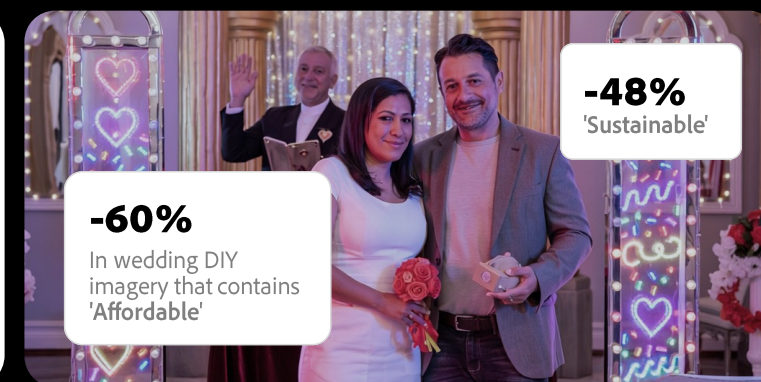
-39%

'Sunflowers'



DIY: Handmade Aesthetic Signals Sophistication Over Savings

What once may have hinted at weddings on a budget, the DIY movement is undergoing a reclamation. Artistry is replacing affordability. Bespoke over budget. Couples are increasingly visualizing hand-crafted projects that add an element of customization, from invitations and stationery to table decor.



Aesthetic: Dream Styles Get a More Natural Makeover

Every bride has a deeply personal vision for their fairytale wedding. But these dream aesthetics, from Victorian to vintage, gothic to enchanted, are being grounded in something more muted. More organic. More intimate. A pivot to styles that feel more purposeful than pageantry.

+189%

In wedding aesthetic imagery that contains 'Natural'

+88%

'Intimate'

+133%

'Organic'

+50%

'Muted'

-62%

In wedding aesthetic imagery that contains 'Fairytale'

-43%

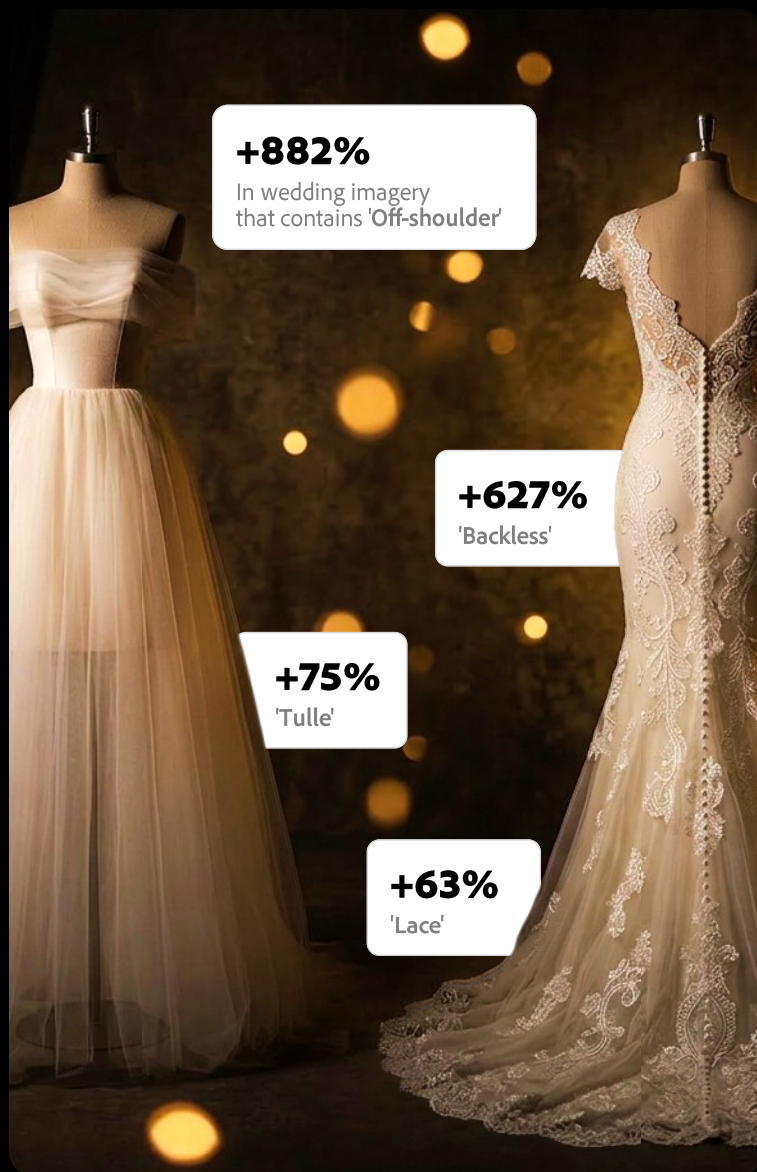
'Victorian'

-38%

'Vintage'

-27%

'Gothic'



+882%

In wedding imagery that contains 'Off-shoulder'

+627%

'Backless'

+75%

'Tulle'

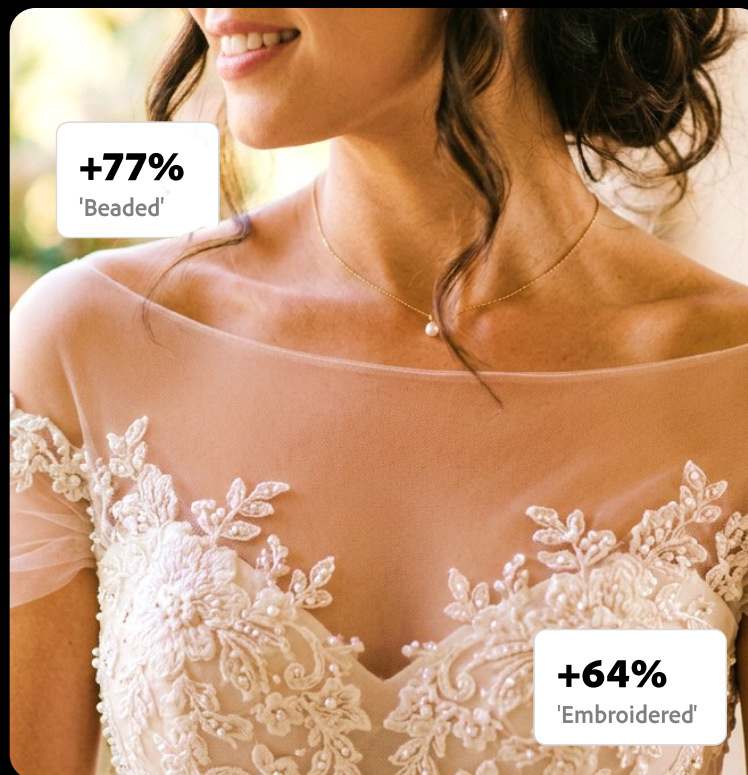
+63%

'Lace'



+568%

'Floral dress'



+77%

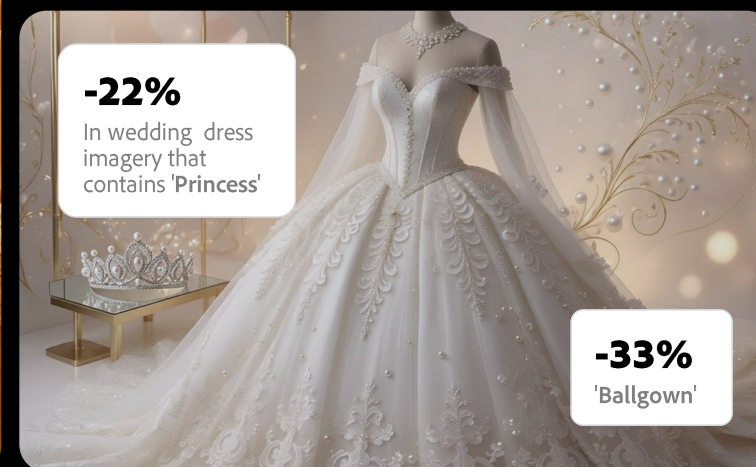
'Beaded'

+64%

'Embroidered'

Dress: Clock Strikes Midnight on Fairytale Bridal

Brides are moving away from fairytale fashion in step with broader shifts in wedding aesthetics. As symbolic styles like ball gowns and princess dresses stay on the rack, modern trends like off-shoulder and backless inspire AI vision boards, reflecting a desire for contemporary design, personal identity, and classic elegance.



-22%

In wedding dress imagery that contains 'Princess'

-33%

'Ballgown'

Adobe