

图书基本信息

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All women have, at some level, an amount of "wedding indoctrination" buried deep within. We are raised to believe in the "fairy-tale romance", and whether the idea is appealing or revolting, we've all been exposed over and over again to the notion of being rescued by a handsome prince riding on a white horse. There's also not much of a leap between a Bride and a Princess in the female psyche. The traditional bridal gown is our one opportunity to be Queen for a Day. Our officiant "crowns" us in front of loving spectators, pronounces us husband and wife, and after much fanfare, we are served an elegant meal by those who wait on us. The Bride even has her very own attendant and the Maid of Honor. The ceremony itself is expected by many women to be "perfect"; a wealth of advertising budgets are spent convincing you that one service or product will help you "create the perfect day". Perfect, in fact, is probably the word used most often in wedding advertising. Ladies, it's our one opportunity in life to play the ultimate dress-up, make a grand entrance with the perfect dress, hair, makeup, and more. We express our vows with perfect grace and poise, exchange rings as symbols of our eternal bond, then turn to face our adoring audience as they spend the remainder of the day congratulating and admiring us. The photographer captures each precious moment as it unfolds, and as we arrive at the reception and are presented (complete with our new title), we are seated above the crowd, surrounded by our admirers, beautiful flowers, gifts, and music. We are the first to be served, the first to dance, and the first to cut the cake. When else in our lives is one day centered completely around us?

While men tend to think of all this that women take very seriously as a lot of hoopla. Those who take it a little too seriously turn into the dreaded "Bridezilla" — the ultimate control freak and perfectionist who delights in bossing others around, who is never satisfied. For most brides, however, the wedding is an experience in the ultimate event planning. Although many advertisers claim that weddings can and should be stress-free, we all know that they never are. We place too much importance — consciously and unconsciously — on our wedding to have a casual attitude about it. What is it within us women, in particular, that demands such impossibly high standards?

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