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## Whoa! The Latest Wedding Trend Seems Totally Crazy, But We See Why People Are Getting on Board



Everybody knows it's true: Weddings (most of them, anyway) are expensive. Really, really expensive. But what if someone told you that you could have a dream ceremony and reception with all the **trimmings** for a VERY deep discount?

You can, if you feel like jumping on the bandwagon of the newest trend: lavish group weddings.

Launched by PopBliss, a luxury wedding planning business, the new "pop-up" group weddings are held for up to ten couples at a time and include "all the frills" a bride and groom could want, for the price of \$5,000 per couple. While still far from cheap, that's a big price break compared to the average total **cost** of a wedding in the U.S. in 2014: \$31,262.

Included in a PopBliss group wedding is a "glam suite" with **makeup** and hair stylists, brunches for the bride and groom, a welcome party the night before the wedding, plus the actual wedding and luxury reception. While brides walk down the aisle one by one and vows are recited one

couple at a time, the rest of the ceremony happens simultaneously, with all couples lined up at the front of the room together.

Think it sounds unromantic? Perhaps it's just the opposite.

"We collaborate with local vendors to really create something gorgeous, unique, and **special**," Racquel Kristi, founder of PopBliss, told **TODAY.com**. "We see people from all walks of life, but mostly those who are interested in celebrating their love without the stress of the planning, while still reaping the benefits of a wedding that's been beautifully thought about," Kristi said.

"That's a beautiful thing."

The company is currently planning its first group **wedding** in New York City in March 2016--an event for which 10 couples will be selected from online applicants--with plans to spread beyond to other states soon.