



Style > [The Wedding Blog](#) > [Getting Married Post 30](#)

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[◀ The Wedding Blog homepage](#)

GETTING MARRIED POST

[◀ prev post](#) [next post ▶](#)

30

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I've realised it's a totally different game getting married after 30 than it is in your 20s.

I was talking to a friend who got married at 23, running through my checklist of to-dos, the facials, the 10 dress appointments, the shoe mood board and she said, "God, I never did anything like that. I picked a dress, made the invitations and turned up. There wasn't anything like a bridal course of facials then, I don't even remember thinking I should book one at all". And I thought back to my 23, 24, 25, 26 year old self and agreed that I would never have thought of it either.



But something happens at 30 or thereabouts that changes your perspective on what is an appropriate amount of time or money to spend. At 28, despite having been given a sum of money thanks to a redundancy, I still couldn't bring myself to spend £500 on a pair of Jimmy Choos. That came at 30 (in perhaps my poorest hour), and once the seal was broken, damn it I've never turned back.

So what else have we chalked up on the post 30 maintenance chart? Regular facials, threading, waxing and pedis began, a very dear at-home [SkinCeuticals habit](#), weekly Pilates classes, not to mention an addiction to Amie and George at [Daniel Hersheson](#) plus the aforementioned shoe palaver. In short, for us pre-kids, working professionals, life gets an upgrade. And never are the air miles clocked up more than preparing for a wedding. We are, after all, trying to look like our 20-something self.

Add to that a blessed and varied adult social life that has seen you take in the bright lights of many a big city and starry new launch, as well as between 4 and 8 weddings per year - all experiences that were just creeping on to your horizon in your twenties - and you've got a benchmark of acceptability on a par with the Royal Wedding.

Thing is, it's all rubbish. I went to a wedding last year that didn't have flowers. I didn't even notice. Because guests don't notice so long as they have a drink in their hand and great company. But does that mean I can forego the prep work, settle for cheap shoes because who sees them anyway, or plump for the middle-weight dress within budget? Does it Hell. I'm 32 damn it!

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— Elleuk.com, Getting Married post 30.