

DAN'S WEDDING GUIDE

hamptonBRIDE.com Set to Redefine East End Wedding Planning with Summer 2025 Launch

Set to debut in summer 2025, hamptonBRIDE.com is a hyper-local digital wedding resource exclusively focused on the Hamptons, North Fork, and Montauk. Founded by longtime Hampton Bays resident Kerry Wilkie, the platform offers curated venues, vendors, and insider inspiration to help couples craft immersive, stylish wedding weekends on the East End. We spoke with Wilkie about what East End readers can expect.

What inspired the creation of hamptonBRIDE.com, and what gap in the market were you aiming to fill?

The idea for hamptonBRIDE.com was sparked after I worked with Molly Gregor, former editor of *New Jersey Bride*, to grow the digital presence of her regionally focused platform, WEDDINGFILE.com. It became clear how much the East End needed something similar — an elevated, hyper-local resource where couples could easily explore venues, vendors, and inspiration all in one place.

Right now, brides are piecing together plans through scattered Instagram posts and time-consuming searches. We saw an opportunity to simplify that process and make it more intentional. hamptonBRIDE.com was created to fill that gap—a thoughtfully curated, locally rooted digital guide that reflects the charm and diversity of weddings on the East End.

Couples celebrating here are planning more than just a day — they're curating an entire weekend experience. Our mission is to be the trusted guide that helps bring that vision to life.

How does hamptonBRIDE.com differentiate itself from national wedding platforms like The Knot or Zola?

National platforms aren't local — and it shows. They are sometimes overwhelming and frustrating to use. They often get the geography wrong entirely. A simple search for wedding venues in Westhampton might pull results from Nassau County or even Queens. Most national sites, group all of Long Island together, overlooking the distinct charm of the East End. hamptonBRIDE is different. We focus exclusively on the Hamptons, North Fork and Montauk — offering couples who want to get married here a truly local experience.

Why was it important to focus exclusively on the Hamptons, North Fork and Montauk?

Weddings here are truly unlike anywhere else.

Couples getting married on the East End aren't just booking a venue — they're curating a full weekend experience that reflects the spirit, style, and setting of this one-of-a-kind destination. From vineyard dinners to beachside brunches to garden after-parties, each event is layered and intentionally designed.

There are a few local directories out there, but hamptonBRIDE was created to go further—to offer insider insight, fresh inspiration, and a curated perspective that helps couples choose the right venues and vendors based on the kind of celebration they envision.

Our team is from here. We understand the details,



RITA ELLIS, OUR WEDDING LIFESTYLE EXPERT.

the aesthetic, and the expectations of East End weddings. This platform was built to be both beautiful and practical—a trusted, hyper-local resource that brings the best of the Hamptons, North Fork and Montauk together in one elegant, easy-to-navigate place.

Can you walk us through the curated vendor selection process—how do you decide who gets listed?

For venues, the criteria is straightforward — they

must be located on the East End and have the ability to host weddings. From resorts and country clubs to vineyards and boutique inns and private clubs, our goal is to feature a diverse range of locations that reflect the charm of the East End.

Beyond the ceremony and reception, we are also introducing a Before & After event section, spotlighting smaller venues ideal for rehearsal dinners, welcome drinks, after-parties, farewell brunches,

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and bachelor or bachelorette gatherings. This helps couples plan the full wedding weekend experience with ease.

As for vendors, our selections are guided by regional experience. Many of the vendors we feature appear on preferred lists of East End venues, which often reflects a history of working weddings in the area. When vendors are familiar with the spaces and with each other, everything flows more effortlessly — elevating the entire experience for couples and their guests. Our Vendors have a proven track record of working on the East End.

What types of editorial content resonate most with your readers, and how do you decide what to feature?

While our website highlights both the iconic venues and go-to vendors that couples already love and the hidden gems they haven't discovered yet. The heart of hamptonBRIDE lies in the stories behind them. Our readers want more than a directory — they want to understand what makes each space or service special, and how it fits into the East End wedding experience.

We focus on content that surprises and delights — insider discoveries couples wouldn't easily find on their own. That means spotlighting new or lesser-known event spaces, uncovering special features venues offer and sharing what's truly trending out here — because East End weddings have their own style.

For example, while visiting the North Fork's 1760 Homestead Farm for welcome bag gift ideas, I stumbled upon a beautiful, tucked-away private space behind the shop—perfect for a farm-to-table rehearsal dinner. It's the kind of discovery that wouldn't appear in a typical search, but it's exactly what we want our couples to know about.

This is the kind of content that resonates with our audience: hyper-local, visually compelling, and filled with thoughtful, editorial insight. hamptonBRIDE.com exists to inspire couples to choose the East End—and to help them uncover the people, places, and details that make a wedding here truly exceptional.

How does the platform balance visual inspiration with practical planning tools for engaged couples?

hamptonBRIDE blends elevated inspiration with practical tools to make wedding planning feel effortless. We showcase imagery from photographers who truly know the East End—capturing meaningful moments, stunning details, iconic backdrops, and the natural beauty that defines celebrations in the Hamptons, North Fork and Montauk. You can see it all, on our Instagram @hampton.bride — offering the kind of inspiration couples are genuinely seeking when planning here.

On the planning side, we've kept things simple and thoughtful: couples can create an account and easily save their favorite venues and vendors as they browse — so nothing gets lost in the process. It's all about inspiration and organization, seamlessly in one place.

What feedback have you received from local vendors and East End couples since launching the site?

Venues and vendors have been extremely positive and are looking forward to our official launch this summer. Many have shared how refreshing it is to finally have a platform that's tailored to the East End— one that truly reflects the quality and personality of what they offer. They appreciate our curated

approach and the opportunity to connect with couples who are specifically looking to get married here.

Couples are just as enthusiastic. A newly engaged bride recently reached out to say she couldn't wait for our launch—she's envisioning a Montauk wedding but doesn't know where to start. It was the perfect reminder of why we created hamptonBRIDE to be the go-to resource for couples looking to plan a celebration that feels both elevated and deeply connected to the East End.

In what ways do you collaborate with local experts to provide truly insider advice?

We believe the most meaningful guidance comes from those who know the East End intimately. That's why we collaborate with local experts—planners, photographers, florists, and creatives—who bring years of hands-on experience working weddings across the Hamptons, North Fork and Montauk.

We've also partnered with the incredible Rita Ellis of Rita Ellis Events as our Wedding Lifestyle Expert. Rita brings a wealth of knowledge and a fresh, modern perspective to the planning process—sharing seasonal trends, local finds, and inspired ideas and tips that only a true local would know.

Through editorials, interviews, and curated content, we tap into trusted voices who know the East End best. It's not just about listing vendors — it's about giving couples access to real, local insight that helps them plan with confidence and intention.

What seasonal trends or planning tips are especially relevant for weddings on the East End?

hamptonBRIDE's wedding lifestyle expert Rita Ellis advises that planning a wedding here comes with its own unique set of seasonal trends and considerations.

For spring weddings, we are focusing on incorporating bloom-heavy florals, pastel and blush color palettes and breaking into outdoor ceremonies. Romantic vineyard and garden weddings are the perfect fit for late spring. Knowing that spring tends

to bring showers, it is so important to love your weather back up plan.

Heading into summer, this is of course the most popular time for beachfront ceremonies. We are consistently seeing bold colors, light fabrics, fun patterns, and a lot of coastal elegance. Lobster rolls, raw bars, rosé, and local seafood dominate menus. In the summer, accommodations go fast and buffering time into your schedule for traffic is a must!

Early fall is the new summer. This is popular among many wanting the Hamptons charm without the summer crowds. The foliage also makes for the most stunning vineyard and farm backdrops. Warm tones are popular: sage, terracotta, burgundy, and gold accents. Fall is the perfect time to craft up a seasonal menu with figs, apples, squash, pies, and local wines.

What's next for hamptonBRIDE.com—any new features or expansions in the works?

We're just getting started, launching the website this summer and we're excited about what's ahead for hamptonBRIDE.com. We're working on launching a podcast to spotlight conversations with the talented vendors and the venues who make East End celebrations so special. We also plan to introduce an "Ask Our Expert" feature where couples can submit questions directly to our Wedding Lifestyle Expert, Rita Ellis, for thoughtful guidance and inspiration.

Our vendor and venue listings will continue to grow, so we encourage visitors to keep checking back as we expand.

If you're a venue or vendor interested in being featured on hamptonBRIDE.com, we'd love to learn more about what you do. Reach out to us at hello@hamptonBRIDE.com or call 631-882-5394 to request our media kit and explore partnership opportunities.

PARTNER CONTENT

hamptonBRIDE™
Where East End Weddings Begin

Vendors
Media Kit

Venues
Media Kit

631-882-5394 hello@hamptonbride.com

HAMPTONBRIDE.COM LAUNCHES THIS SUMMER