

Subject: A sharper lens for wedding-budget conversations

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Wedding budgets often rise through comparison rather than intention: each choice is measured against peers, Instagram, family expectations, and the fear of looking cheap.

That gives you a compelling thought-leadership angle. Veblen's idea of conspicuous consumption explains why valuable goods can function as evidence of reputation, while his account of invidious comparison shows why "enough" keeps moving upward. His aesthetic critique adds an uncomfortable twist: cost can masquerade as beauty.

The practical question for families isn't whether luxury is acceptable. It's which expenses genuinely improve hospitality, pleasure, and memory-and which are mainly performing rank.

Would it be useful if I sent a three-post outline built around that distinction?