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Couples splash out \$20,000 on proposals that are eclipsing the wedding

Marriage proposals have become so extravagant they now cost more than the engagement ring, with luxury setups replacing simple romantic moments across Sydney's most coveted locations.

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Joshua Hay proposing to Kai Dionisio at Captain Henry Waterhouse Reserve in July. Picture: My Proposal Co

It's the question that changes lives in an instant, and now getting engaged is becoming a bigger deal than the wedding itself, experts say.

Nervous harbour city suitors are splashing out on luxury setups like flowers, candles, signs and even fireworks in hopes of a 'yes' when they pop the big question.

My ProposalCo founder Tania Saad has had customers spend upwards of \$20,000 on a proposal, and said "custom experiences" were in high demand for those getting down on one knee.

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“You can have boats, photographers, videographers, private chefs, fireworks, flowers, musicians, even puppies or ponies, it can get quite extravagant,” Ms Saad said.

“With the increasing cost of weddings, some couples will now have a luxury proposal and then a post-proposal party with family and friends.”

“Every proposal is custom designed and like any event, has its own runsheet, all the logistics are taken care of ... all the partner has to worry about is if it’s a yes.”



Joshua Hay proposing to Kai Dionisio at Captain Henry Waterhouse Reserve in July. Picture: My Proposal Co

Ms Saad said harbour view proposals were the most popular, with clients including Bulldogs captain Stephen Crichton enlisting her help in picking the perfect spot.

“We do at least one a week at Mary Booth Reserve in Kirribilli, and one a month at Observatory Hill,” she said.

“But rooftop proposals are on the rise, people are looking for privacy and extravagance ... a lot of vantage points with views get busy with other members of the public.”

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Affinity Diamonds' Sam Rahme said glitzy proposals were the result of more couples now coming in together to pick out an engagement ring.

“It makes it harder for the fellow to surprise her, many of our clients organise companies to help them with the proposal, and with so many now buying lab-grown diamonds, the proposal ends up costing more than the ring,” he said.

“There’s a lot more effort when it comes to proposals nowadays, they want to give (their future fiancée) an extra bit of a surprise and make it a unique moment when they put the ring on her finger.”



A violinist played at Beejay and Tashana's engagement. Picture: MyProposalCo



Groom Ozgur organised fireworks to go off after proposing to his fiancée Sevda on the harbour. Picture: MyProposalCo



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Hai and Mariel with their pony friend at their Blue Mountains engagement spot. Picture: MyProposalCo

Luxury Proposals owner Aidan Fleming said when it came to the business of getting down on one knee, no expense was spared.

“The ‘marry me’ sign, candles, red carpet and a big floral arrangement, a bouquet for her, that’s all pretty standard these days,” Mr Fleming said.

“What we’re now seeing is more demand for photographers, videographers to capture the moment ... then there’s crazy stuff like getting fireworks shooting off a barge into Sydney Harbour, limos, private jets ... but also how long’s a piece of string, if you’ve got a big budget there’s plenty of ways to make it work.”



A pony was present at the engagement of Hai and Mariel, who "loves ponies". Picture: MyProposalCo

Joshua Hay “nailed it” when he popped the question to Kai Dionisio at Mary Booth Reserve in July with MyProposalCo, paying for flowers, a sign and a photographer when he got down on one knee in front of her family and friends.





Joshua Hay proposing to Kai Dionisio at Captain Henry Waterhouse Reserve in July. Picture: My Proposal Co





Joshua Hay proposing to Kai Dionisio with this ring at Captain Henry Waterhouse Reserve in July. Picture: My Proposal Co

“I like to go big, love a beautiful setup and I would kill for a great Instagram photo. He gave me exactly that,” Ms Dionisio said.

“It was everything I dreamt of and more.”

Mr Hay said he was “extremely nervous, even though I knew she’d say yes”.

“I just wanted every detail to be perfect for her,” he said.

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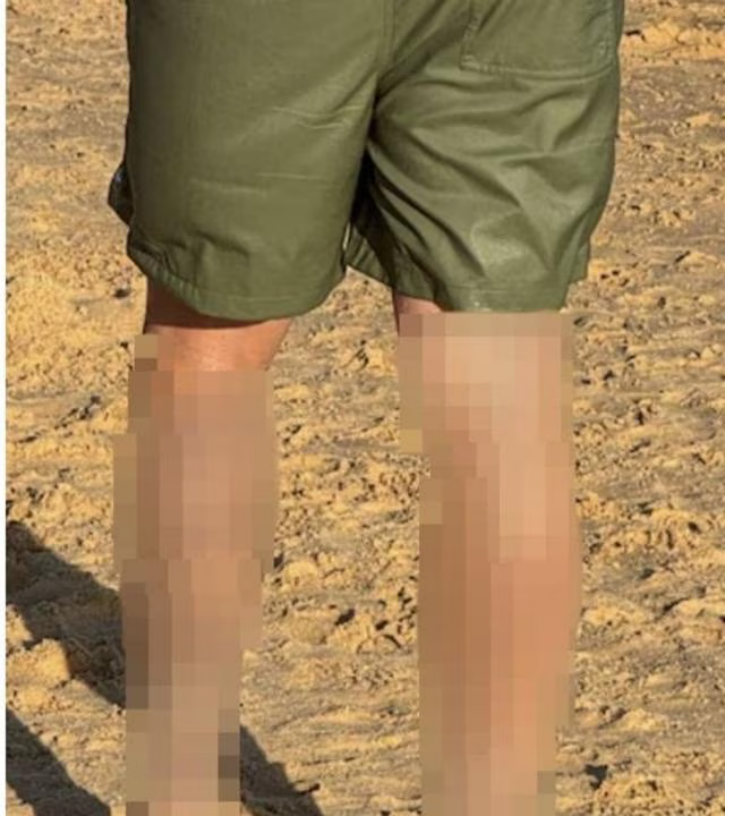


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