The Pepsi Refresh Project: A Thirst for Change

Colombian Weddings

Las Armas
- Often the wedding is held on the beach.
- Groom and his groomsmen wear traditional attire.
- The ceremony is performed in Spanish.

Las Horas
- The bride wears a white silk dress with lace and the groom wears a suit.
- The wedding is followed by a feast and festivities.

Casella Ceremony
- A traditional ceremony involves a religious service.
- The couple exchanges vows in the presence of family and friends.
- The ceremony is often held in a church.

Belt and Shoe Tradition
- The bride and groom exchange a belt and shoes as a symbol of their love.
- The belt is a symbol of constancy and the shoes are a symbol of protection.

Music and Dance
- Traditional songs are performed.
- The couple and guests dance to the music.

General Wedding Traditions
- The wedding is a significant event in the family.
- The bride and groom are often dressed in traditional attire.
- The wedding ceremony is performed in the presence of family and friends.

Impression or Expression?
- The wedding is a personal expression of the couple's love.
- The couple's choice of attire and ceremony reflects their cultural background.
- The wedding is a celebration of the couple's love and their future together.

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Colombian Weddings

[Image of a wedding group in traditional attire outside a church]

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http://www.weddingmapper.com/place/medellin/iglesia_santo_tecido/plan/wedding_cordial_weddings/1634552?gcode=blog
General Wedding Traditions

- Before wedding [CaseISM.com](http://www.casism.com)
  - Soon to be groom surprises soon to be bride with a serenade
  - Priest blesses husband and wife
- During wedding
  - Bride covered in mantilla

[Image of bride wearing a veil](http://www.casism.com)
Las Flores

- Flowers on the bride, combined with the veil, symbolized purity
- Follows the ideal of emulating the virgin Mary
- Most weddings are very floral

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Music and Dance

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- common dances:
  - Salsa
  - Merengue
  - Cumbia
  - Vallenato

Candle Ceremony
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- Traditionally, Colombian marriages include the candle ceremony.
- The bride and the groom both light their individual candles, then they take their candles and light one single candle. They then blow out their individual candles.
- Symbolizing that bride and groom are joined in one body for the rest of their lives.

Belt and Shoe Tradition

• Belt Tradition:
  • The men will take off all of their belts, and the one with the biggest belt length “wins”
    • Masculinity
• Shoe tradition
  • All the single men at the wedding will put their shoes under the bride’s dress
  • The bride chooses a shoe at random, and the shoe chosen belongs to the next groom
  • Like the garter tradition
  • Machismo