

VOGUE

The Rise of the Solorette: Why Brides Are Taking Themselves on a Solo Bachelorette

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It's the time of year when bachelorette season is in full swing. The pre-wedding celebration with friends has long been a rite of passage—and in recent years, it's become a full-fledged event, complete with themed itineraries, matching outfits, and Instagram-ready backdrops. But a growing number of brides are quietly opting out of the group trip altogether or adding another one to the mix, embracing a new kind of send-off: the solorette, or solo bachelorette. Equal parts solo retreat and personal reset, the solorette is a one-woman bachelorette designed for reflection, indulgence, and a little solitude before the big day. So what's driving this shift—and could the solo bachelorette be the new bridal essential?

Where to Go on a Solorette

Scottsdale, AZ



Ideal for brides who want pampering on repeat — think rooftop pools, full-body massages, and desert sunsets.

Stay: *Sanctuary Camelback Mountain, a Gurney's Resort* a minimalist and luxury resort with a wellness focus.