The white dress and veil are emblems of purity and innocence of girlhood, and the unsullied heart she now yields to the chosen one.

The color white is intended to symbolize purity, innocence and virginity.

“purity of heart and the innocence of childhood”

There is an old poem about how the color of your wedding dress will influence your future:

Married in white, you will have chosen all right.

Married in grey , you will go far away.

Married in black, you will wish yourself back.

Married in red, you wish yourself dead.

Married in blue, you will always be true.

Married in pearl, you’ll live in a whirl.

Married in Ivory, you are mighty good pleasant treasure

Married in green, ashamed to be seen,

Married in yellow, ashamed of the fellow.

Married in brown, you’ll live out of town.

Married in pink, your spirits will sink.

In Western culture brides often choose a dress of white to symbolize purity of the soul, and the dress may form part of a bride's trousseau. In eastern cultures, brides often choose red to symbolize happiness.