



Licensed by Copyright Agency.
You may only copy or
communicate this work with a
licence.



Daniel Abou-Sleiman's proposal to Christiane Daoud was also live-streamed. Picture: Dylan Robinson

RING UP THE COST

The big business of planning a social media-worthy proposal

LAURA SULLIVAN

LOVERS are spending up to \$15,000 and even hiring professionals just to perfect their “Instagram proposal” moment — and that’s not including the engagement ring.

In the age of social media and live streaming of life events, going down on bended knee to propose has not only become more public, it is

now also a big business.

My Proposal Co co-owner Gloria Gammo said some people were willing to go to great lengths — and expense — to ensure their special moment is one to remember.

That included forking out for special venues, flowers, photographer and even fireworks, with some proposals

costing as much or more than the engagement ring.

Ms Gammo said that the average proposal cost \$2000 to \$3000. “A photographer alone costs \$500,” she said.

“When the cost is higher there is more involved like a private yacht, fireworks, drones or sky diving.”

Ms Gammo said overseas proposals have also become popular, with one taking her to the Great Wall of China.

“People want proposals to be more elaborate and that’s not something you can organise on your own,” Ms Gammo said.

“Social media has been a big influence, people want



the fairytale. People are showcasing their lives so much more, they want that moment perfectly planned and captured for drool-worthy Instagram photos.”

Leading social researcher Mark McCrindle said while having someone else plan this personal moment does seem extreme, many people were time-poor or simply admitted “they aren’t good at that romantic thing” and were willing to leave it in the hands of others.

“Proposals have become a big deal in the world of social media, what once was a

private matter has now become an Instagram-worthy event,” Mr McCrindle said.

“A lot of planning and expense goes into it — the world must know straight away.”

And while people were spending up on the proposal, Diamond World Jewellers owner Jim Chohaili said they were also forking out more on engagement rings that were “bigger and better than anyone they know”.

The traditional guide of a ring being worth two months wages often went out the

window. “Everyone is always keeping up with the Joneses, looking sideways to see how much others spend on things,” Mr Chohaili said.

Ms Gammo said some people question the proposal planning industry but it was becoming more acceptable.

“It’s really nice to see men who want this amazing moment for their girl, who want it to be exactly what they dream about,” she said.

Daniel Abou Sleiman, 25, asked My Proposal Co to plan his proposal to Christianne Daoud, 24, and even live-streamed the moment — despite saying the couple were usually quite private.

“Initially ... I wasn’t too keen but then I thought ‘Why not’, I wanted to make her feel special,” Mr Sleiman said.

Their proposal at Jonah’s at Whale Beach involved a private balcony, six-course lunch with a private butler and a photographer.

