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BEE KIM

BRIDAL BLOGGER *New York City*

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Three years ago, Bee Kim started a blog to document her wedding-planning process. But today, WeddingBee.com is an essential bridal destination, thanks to all the to-be-weds she's assembled to blog about their nuptials. Readers can connect and find advice on taboo topics (one post: how to tell future in-laws that your father is going through a sex change), and brides can buy and sell their wedding wares in the classifieds. "We update dozens of times a day with content on every topic you can imagine," Kim says, attributing the site's 500,000-plus unique visitors each month to brides' singular focus. A recent addition to the site, WeddingBeePro.com, gives vendors a place to blog, which Kim hopes will help brides and professionals work across the aisle. The snark-free community feeling of the site encourages users to interact with each other and gives Kim a coveted perspective: real-time wedding trendspotting. Her summer forecast includes feather headpieces and photo booths. But most of all, she says, "It's all about gray. Gray with purple, gray with yellow, anything with gray." (weddingbee.com) —A.P.