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2010 Wedding Trends

Springtime—the renewal of nature, warm colors, fresh flora and fauna, and of course, the beginning of wedding season. You’ve survived the holidays, been on the hunt ever since for what’s new, and so, we surveyed The Bridal Bar elite event professionals to find out what you’ve been waiting for—the trends for 2010. From color palettes to must-have gifts and accessories, get your planners out, girls, and prepare to make a statement of wedded perfection.



Photo courtesy GARRETT NUDD PHOTOGRAPHY



TREND '10: "IN" FASHION

Value can be found almost anywhere these days, and bridal couture is no exception. How have designers reacted to the change of state? By pushing the creative envelope to give the bride-to-be everything she wants and even more. Chaviano Bridal Couture answered the call in part by designing a convertible gown: "A dress that can be worn long for the ceremony and short for the reception or later during her getaway and perhaps even after the wedding," designer Annette Thurmon tells us. Two looks, one night, one gown—what more could a girl want, all for one price? chavianocouture.com

Another spin on the core value of value and the need for individuality stems from the new collection by

Heidi Elnora: twelve basic gown silhouettes and all one-of-a-kind dresses. "It all starts with a blank canvas (the silhouette) and then brides can add whatever they want. Brides can choose their fabric, color, trims, lace, beading—whatever they can imagine can be done. Since everything is hand-made in Alabama and Georgia, we have complete control over production, making the options endless, cost-effective, and no two alike," Elnora describes of her process and the end product. heidielnora.com

TREND '10: "IN" BEAUTY

As we stand at the dawn of a new era in digital photography and video, high definition footage is everywhere. But buyer beware that this amazing clarity isn't as forgiving as the old format. Mariah Nicole,



Photo courtesy JASON WALLIS



Photo courtesy WIND PRODUCTIONS/MOZIKO WIND



owner of Mariah Nicole Makeup & Hair Artistry, tells us it's time for high definition beauty to accommodate today's razor-sharp images. "A bride's old routine won't do; she now needs hi-def—and Blu-ray-friendly product paired with a skilled artist. HD products are specially formulated to be highly pigmented, lighter, ultra-fine and smooth. They can be layered for coverage

but have a light consistency. Products include primers, foundation, blush/bronzer, mascara, powder, and lipsticks and glosses. The artist must be familiar with how to apply these products and have the right tools for optimum application. Heavier is not better as in the case of film photography or lower-pixel, so expertise and awareness of what your photographer works with is key." Time to clean out that makeup bag and bring in the new! mariahnicole.com

TREND '10: "IN" ACCESSORIES



Photo courtesy WEDDINGISH

Those getting-ready shots snapped with your best gal pals are so much more memorable when in bridal attire. But those sparkly tank tops can be tricky to get off over your up-do, and a sweat suit can be a bit smothering as the clock ticks down. The answer to your wardrobe quandary? Dare we say the revolutionary, crystaled corseted "Bride" tank top by Weddingish. "Bride" in bling on the front, a crystal-studded corset on the back. The best of both worlds. The perfect shower gift, a great photo op, and not a hair harmed on that fabulous head of yours. weddingish.com

TREND '10: "IN" DESIGN

Don't just dream it, build it! Joy Thigpen, owner and designer of Thigpen Environments, lavishes in the idea that more and more couples are placing an emphasis on an important element of the day and

creating a statement piece from it. If the ceremony is where your heart lies, make it a focal point, such as this candle and ribbon fantasy below. "Dreamed up by the collective imagination of the couple, the space and the artist, an installation like this can create something truly magical and express so much about you to your guests," Thigpen explains of the process and awe-inspiring effect. joythigpen.com



Photo courtesy TEC PETAJA

TREND '10: "IN" VENUES

Opting for a venue a bit out of the ordinary for your wedding will make guests wonder what surprises await them. For a truly dramatic backdrop, walk down the aisle at an alternative space such as the Atlanta Event Center at Opera where couples can bask in the details of a theatre in a grand 1920s original design with a recent world-class renovation. atlantaeventcenter.com

TREND '10: "IN" RECEPTION ACTIVITIES

The photo booth trend isn't exactly brand new. This go-to event accessory, guestbook replacement, and even party favor makes for a festive reception and an entertaining cocktail hour, but now has become the perfect extension to a wedding day theme. Foto Cabina's Michelle Sands Klewer tells us about one wedding in which "mustaches and lips were used for pictures in the photo booth. The props were such a hit with guests of all ages. They added a unique and



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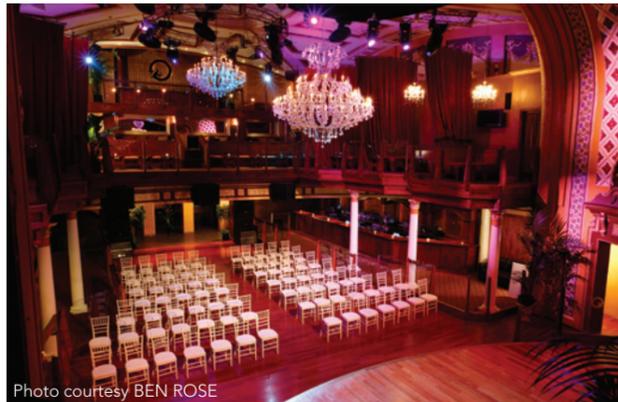


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Photo courtesy FOTO CABINA



Photo courtesy JODY DOMINGUE STUDIOS



Photo courtesy AMY SQUIRES PHOTOGRAPHY

personal element to the photo booth that captured how silly the bride and groom can be and it became quite contagious to their guests." fotocabina.com

If sweets are more your playful style, you've got another opportunity to stand out—by serving up gelato to your guests instead of the typical candy bar. Eliana Baucicault, owner of ellyB Events in Atlanta, likes hosting a gelato cart simply because, "What better way to remember your favorite childhood treats than to treat your guests as well? Our clients are even further personalizing the experience by creating signature gelato flavors that represent them as a couple." ellybevents.com

TREND '10: "IN" SEATING

Weddings continue to be a pairing of personality with innovation in this new season, and staying ahead of the curve is still equally in fashion. Sign on Laura

Hooper Calligraphy to add that extra, always-to-be-remembered detail. Her hand-drawn seating charts are making the traditional escort card a thing of the past. They keep it custom and incorporate the couple's interests into the decor, while serving the function of letting guests know where they are sitting. In many cases, this is a great opportunity for the groom to express his love for sports or for the bride to give her groom a unique surprise! And don't forget the rehearsal dinner—yet another chance to welcome guests in a one-of-a-kind way and to let them know they are in for many more surprises throughout the weekend. lhcallygraphy.com

TREND '10: "IN" RECEPTIONS

More intimate is more appealing for many couples who strive to achieve a welcoming and warm environment on their big day. Merilee Hennings, owner of EverAfter Events, suggests grabbing onto this

great idea and creating a cozy atmosphere through "stations and smaller tables for guests to sit at during a reception. The structure creates more of a mingling space for guests to interact in, breaks up a room in an appealing way, and works wonders when on a budget." everafterevents.biz

TREND '10: "IN" CAKE

Has the popping color palette run its course? One thing's for certain: whether you have a muted palette or a big splash of bright spring colors, the cake trend for 2010 is white hot—all white, that is. Fantasy Frostings, bakery to a bevy of A-list brides, has served up white wedding cakes to guests at Jaime Pressly and Simran Singh's recent nuptials, as well as at the summer wedding of Kendra Wilkinson and Hank Baskett (pictured at left). Leslie Maynor, owner of Fantasy Frostings, notes, "The white wedding cake is classic, romantic, and brings elegance in its traditional flair. It's also simplistic; in the economical times we face, weddings are smaller and simpler and a white cake fits in nicely." fantasyfrostings.com

TREND '10: "IN" ECO

Couples continue to go green—this is one fad that will never fade. As the options offered to green weddings continue to expand, this year look out for eco fuel to power your picture-perfect tent. Lyndsey Hamilton, owner of Lyndsey Hamilton Events, tells us that what you don't see can be just as important to green as what you do see. As an expert in outdoor and tent weddings, she's excited to share in the good with GreeNow, a biodiesel generator source for lighting and powering up events without powering down the planet. Light up your event with 100% biodiesel and eliminate a bleak environmental impact. GreeNow's biodiesel is clean-burning, produced from renewable resources, and results in an 80% reduction in carbon emissions compared to traditional fuel sources. greenow.com; lyndseyhamiltonevents.com



Photo courtesy CHRISTIAN OTH

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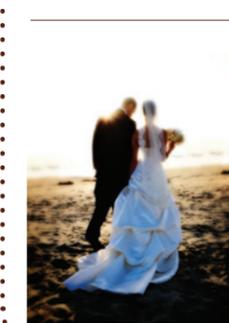
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