



Down The Aisle

WEDDING SPECIALISTS



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WE'RE GETTING MARRIED
TIME TO PLAN OUR DREAM WEDDING



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WEDDING STYLE AND DESIGN PLANS

We have arrived at the styling portion of wedding planning - the step where we focus on how the event is going to look and feel. A few forewords before we jump into this.

First, a wedding is a reflection of who you are as a couple so naturally you will want to design an event that fits with your own personal style. Casual, trendy, glam, eclectic? What's your thing? Not sure? Take a peek around your home + look in your closet.

Two. Don't forget you have hired a team of professionals who specialize in weddings. Lean on them for guidance and listen to their recommendations.

Three. Pinterest is an incredible resource for inspiration and for sharing ideas with your wedding vendors - a picture says a thousand words right? Exercise caution though and know that at some point, ideally once you have finalized your style board, you need to put it away. Pinning without purpose is dangerous.

And lastly number four. You need to be reasonable with your plans. Not only do you have a budget you need to respect, but your venue will likely impose its own set of parameters that your design plans must adhere to. This is super important and our first step in wedding styling.

Step 1 - speak with your venue representative and/or review your contract. Do they have any restrictions that you need to know about?

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How much time do they allow for event to set up? When can you access the space?

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WEDDING STYLE AND DESIGN PLANS

Can you drop off decor items prior to the event date and do they have appropriate storage space to safely house them?

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How much time do they allow for the event take down? Will they store your items overnight?

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And most importantly, exactly what items are included in your rental - candles, vases, linen, flatware, charger plates ... that beautiful antique chair in the front lobby?

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WEDDING STYLE AND DESIGN PLANS

Now you know your design parameters, or in laments terms, what your venue will allow you to do + how much set up time you have to pull it off.

Time to Pinterest your heart out - no restrictions. Name the board Wedding Styling v1 and just go crazy. Not sure what to type into the search bar? Try working your way through the list below of the most common wedding styles and go from there.

- Classic - elegant + formal, traditional black + white palette with color accents
- Glam - opulent and flashy with gold, silver, pearl and crystal enhancements
- Rustic - farm or vineyard inspired, barn wood, mason jars and country floral
- Vintage - romantic + iconic, lots of texture with lace, pearls and soft lighting
- Bohemian - feathers, leather, tapestry, wildflowers - our beautiful hippies
- Beach - water, sand, sunsets with tropical accents and lots of vibrant florals
- Garden - inspired by mother nature, bright + airy with a big focus on greenery
- Modern - industrial, exposed brick, metal accents + geometric shapes
- Thematic - unique and immersive, an event inspired by a specific theme

Now look over your pinterest board. What are the top three wedding styles that you are the most drawn to?

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Now look them over again and choose your two favorites.

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WEDDING STYLE AND DESIGN PLANS

You now have it narrowed down to two potential wedding styles. From here we would recommend creating a second Pinterest board, naming it Wedding Style v2, and running a search based solely on the two wedding styles you identified.

And finally it is decision time. Which do you choose? Many couples do blend the styles but there is always a prominent style that they anchor their design plans to.

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And just like that you have your wedding style. Commit to it by deleting all pins on your board that do not fit this design and let's move on to colors. Start by looking through that second board you just created, which color palettes come up the most?

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You may have a clear answer on colors if a certain palette came up over and over again. Clearly this is what you love and should go with. Write them down in the space below.

If not, call on Pinterest for another search and incorporate your wedding style into the key words like 'rustic wedding color palette' or 'spring farm colors'. We recommend choosing a palette with at least 3 to 5 colors - bonus points if you can find their respective pantone numbers.

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WEDDING STYLE AND DESIGN PLANS

Nice! You have just successfully determined your wedding style and color palette. These are now your anchor points for everything else as we want all design elements to flow with this theme.

Pro tip - create a Style Board so that you can see how each individual detail looks when they are all paired together.

A quick note before we move on. Unlike other sections in this workbook, there is no step by step approach to beautifying your wedding. A lot will come down to your personal preference + your creativity + what is actually available in your local area.

What we have done is break down this huge design topic into smaller sections based on the most common design elements we see in the wedding industry. This will give you a place to start but what we really recommend is that you engage with your vendors on this one. They are experts in their field and will not let you down when deciding between gerbera daisies or chrysanthemums for your centerpieces.

WEDDING PARTY FLORAL

When you are thinking about wedding flowers, or any greenery for that matter, be sure to make the distinction between wedding party floral and event floral. Below is a list of the traditional floral pieces adorned by the wedding party for you to consider.

Pro Tip - don't be afraid to re-purpose your flowers into the event, the head table for example, is a perfect place for bridesmaids' bouquets.

- Bridal Bouquet
- Bridesmaid Bouquet
- Groom Boutonniere
- Groomsmen + Father Boutonniere
- Corsage for Mother
- Flower Girl Posy
- Toss Bouquet



WEDDING STYLE AND DESIGN PLANS

WEDDING CEREMONY

For a wedding ceremony the major focal point is of course the end of the aisle where the couple will exchange vows. Along the aisle is equally important as this is the quintessential 'down the aisle' shot your photographer will capture for your album.

Pro Tip - less is more and be sure that the design elements feel authentic in the space.

- Wedding Arbor with Floral Accent + Greenery
- Flower Arrangements in Planters or Freestanding Boxes
- Flower Petals or Colored Paper Scattered Along the Aisle
- Chair Covers or Colored Chair Ties
- Interesting Aisle Markers - Lanterns, Antiques or Woodwork
- Wine Barrels for a Signing Table
- Carpet or Tapestry for Alter or Aisle Runner
- Personalized Signage

What design elements will you feature in your wedding ceremony? Can you incorporate them into your reception celebration?

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RECEPTION CELEBRATION

It goes without saying that the head table is a priority in our design plans but we also want to think about the guest tables as this is where our nearest and dearest will spend a great deal of time. Charger plates, colored stationary, centerpieces, place cards - that kind of thing.

Pro Tip - Your floor plan is a way to create visual interest. Are there different layout options that you can consider in your design plans?

- Wooden Arbor over Sweetheart Table
- Floral Table Runners, Centerpieces and Votive Candles
- Charger Plates, Linens and Specialty Glassware
- Greenery for Dessert Station and Welcome Table
- Vintage Chairs and Antique Furniture Pieces
- Seating Chart + Programs + Escort Cards + Table Stationary

What design elements will you feature in your reception celebration?

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CHECKLISTS + HOMEWORK

CHAPTER FOUR CHECKPOINTS

That is one of the most challenging parts of wedding planning and you nailed it! Not only have you designed a beautiful wedding, you are ready to move on to the next chapter after a quick recap.

- Confirm Set Up Protocols with Venue Representative
- Determine your Preferred Wedding Style
- Decide on a Wedding Color Palette
- Create a Style Board for Your Design Plans
- Confirm Wedding Party Flowers with Florist
- Finalize Design Plan for Ceremony + Reception Celebration

HOMEWORK + NEXT STEPS

Our next focus is the Communication Suite. Time to start designing our save the dates, invitations and of course the wedding website. Most importantly you need to officially decide who is invited to celebrate your wedding day with you.

- Research design options for save the dates and wedding invitations
- Double check event details - date, time, location, hotel blocks and rsvp contact
- Finalize guest list and confirm contact information



NOTES + TAKE AWAYS

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Thank you

WE ARE GRATEFUL AND HONORED
TO BE A PART OF YOUR WEDDING PLANNING



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