

HELLO!

WEDDING GUIDE 2011

WEDDING SPECIAL 2011

**THE WORLD'S MOST
GLAMOROUS NEWLYWEDS
ROYALTY • SUPERMODELS
• HOLLYWOOD STARS**



THE FINER DETAILS

PREPARE FOR YOUR PERFECT DAY WITH THE EXPERT HELP OF A WEDDING PLANNER AND BESPOKE INVITATION DESIGNER

'I love to create the kind of stationery that takes pride of place on the fridge door because it's just too pretty to throw away'

- Julie



Sarah Feyling is an expert in preparation. As Managing Director of Couture Events, she has more than seven years experience in planning dream weddings in Dubai and around the world. HELLO! caught up with Sarah to get some first hand advice on ensuring all is in order for your wedding day.

How do you help brides keep calm and cope with the stress that surrounds a wedding?

"If the bride's stressed, I get her to put things into perspective. Although any problem might seem like the end of the world, it's not, and she should remember the most important thing is that she's getting married to the man she loves."

How important is choosing the right date and time for your wedding?

"Choosing the right date and time is one of the main starting points for planning. Does the date you want coincide with any holidays? Also, keep in mind if guests are travelling from overseas during peak periods, as it will be more expensive. Timing is everything as they say, especially if you want photographs in daylight. It is important to remember that the sun doesn't wait for anyone, so enough time must be allowed for the ceremony and photographs. Also in some religions the timing of the ceremony is very auspicious so this must also be taken into consideration."

How does a bride find the perfect dress?

"I would advise her to go with an open mind. A lot of my clients have had specific ideas in mind about what they want, but when they try on that style of dress they discover it doesn't suit them. Also, never ever buy a dress thinking you will lose weight. If you buy it to fit and you lose weight it can be taken in, but if you buy it too small and you don't lose weight then you have an expensive problem."

Which famous wedding throughout history has most inspired you?

"There are two... Firstly, King Rainier of Monaco to Grace Kelly. This wedding was an inspiration because it was a real life fairytale that gave every girl hope that one day she would meet her prince. Also, Edward Prince of Wales to Wallis Simpson. This really was a wedding about love conquering all. His abdication of the throne for the woman he loved was both inspiring and brave."

What is the most bizarre request you have had from a bride and groom?

"What's bizarre to one person is completely normal for another. I would always advise clients to make your wedding personal... Do what you want, it's your day."

www.coutureevents.ae

Above left: Wedding planner Sarah Feyling has been helping brides create their memorable day for the past seven years



Designer Julie has set up her own studio to help create the perfect wedding invite

Planning a wedding to remember starts with sending out the invitations. Julie-Sol-Walker from Studio Sol shares her secrets to designing the perfect bespoke invite for your big day.

Tell us what inspired you to set up your business?

"The idea for the studio took shape shortly after I got engaged and realised that, besides the marrying part, my favourite bit of our wedding planning was designing all the paper goods and getting really creative with them."

You must enjoy being creative with individual wedding concepts?

"I realised just how much I loved designing truly special stationery, and decided that I wanted to be creative with more brides. I enjoy experimenting with different styles, and, as a result, Studio Sol has developed a style that runs full spectrum; from sweet and lovely to bold and striking. I design both modern and vintage invitations, announcements, stationery, personal and corporate branding and so much more."

What can customers expect from your service?

"My goal at Studio Sol is to ensure the couple find the wedding stationery process as fun as possible. I work closely with them to create everything from save-the-date cards to invitations so their stationery has one consistent and unique look. All items can be customised and personalised so that each piece of stationery truly represents them. I love to create the kind of stationery that takes pride of place on the fridge door because it's just too pretty to throw away."

Where do you find inspiration your invite cards?

"I'm inspired by nature, organic shapes, bold colours and simple line drawings. I have an inspiration folder full of images ranging from



images of beautiful weddings swatches of fabric to a gorgeous piece of calligraphy and I also subscribe to numerous wedding blogs from all over the world to keep up to date with current trends."

It must be a time consuming process. Is it difficult to cater to clients who could have a different vision from your own?

"The process starts with a consultation either in person for those who are in Dubai or over the phone. I love to hear all the great ideas couples have planned and things that make their heart flutter, such as the dress, the venue, flowers and photographer."

How do you go about bringing the whole package together?

"After I get an idea of what people are looking for and take into account the type of printing and embellishments, I can put together a personalised quote and moodboard to make sure clients are on the same page. Each project is a unique labour of love, designed to represent who you are and what matters most to you."

There have been so many high society weddings this year. Would you like to be involved in a celebrity wedding?

"I would definitely love to design invites for a celeb

couple who aren't afraid to break away from the traditional invite and design a really gorgeous and creative stationery set. I would imagine that couples such as Sofia Coppola and Thomas Mars would want their invites to be totally unique."

How far in advance should brides look at planning their invites?

"I would generally advise people to send out invitations about two to three months before the wedding, and a Save the Date card at least eight months before, should you need your guests to travel. It's advisable to start the invitation process fairly early."

What are the most popular themes?

"I find destination weddings are really popular at the moment, and I have been getting lots of requests for wedding passports and beach themed invites. Especially with the amount of expats living in the UAE, more and more destination weddings are being planned to accommodate family and friends coming from all corners of the world." **H**

www.studiosol.me

INTERVIEW: ANITA QUADE

