

# HOW

*a wedding planner*  
designs her wedding



**M**OST OF TODAY'S brides are professional women whose plates are full with work, family, church, and voluntary work. Her time is spread in so many directions. So when that very special moment comes in her life to plan her wedding she becomes overwhelmed. She dreams of having the perfect wedding, but she doesn't have the time to make all the phone calls, set up appointments, research vendors, design the wedding, and attend to details. How will she find time to plan her dream wedding? Hire a wedding and event planner.

But what if the bride is a wedding and event planner? How does she plan her own wedding and make it a spectacular evening

for everyone to remember for years to come? She brings in another event planner and all of the vendors whose services she uses when planning a bride's wedding.

Recently, one of South Florida's well-known wedding and event planner, Jackie Farah of Jackie Ohh...Events, planned her wedding with the assistance of her fellow wedding professionals. Jackie shares with us the details of her wedding.

Jackie has been planning events since high school. Her goal is to make her clients happy. At a wedding, Jackie leads her bride down the aisle. Then at the reception the wedding party and guest enjoy a night that Jackie and her team has worked so hard to

put together. After years of planning other bride's weddings, Jackie was not prepared for what was in store for her once it was her turn.

To Jackie, "every little girl's dream is to be the queen for a day when she gets married! My dream was very similar but was filled with tons of ideas and specifications down to the last detail of the ceremony and reception. My vendors were all so great and so patient with me being both a bride and a planner. We laugh until this day about our memories of planning the wedding; they called me a "bridezilla", but I disagree. I like to think I was an overly opinionated and knowledgeable bride with a million ideas and too much at-

tention to minor details. I guess those qualities make me a better planner than a bride, good thing I will only be a bride once."

Jackie and her groom, Carlos, decided to have two weddings. The first took place on Thursday, November 8th in the chapel of Our Lady of the Lakes where their parents were married and renewed their vows. Only close family and friends attend this ceremony. The rehearsal dinner was the first reception to their first wedding. The wedding activities concluded on Saturday, November 10th with a ceremony followed by a black tie reception at Vizcaya Museum and Gardens.

As a planner, Jackie treated her wedding like any other. She completed a budget anal-



ysis worksheet, a preliminary guest list, and collected pictures, sketches, and ideas that developed an overall wedding theme. Jackie and Carlos wanted to have a very romantic wedding. They chose the theme of Lush Romance infused with hues of dark chocolates and rich reds.

After deciding on a theme, Jackie and her mother flew to New York to shop for her wedding gown. She chose a Kenneth Pool Couture gown. She completed the gown with a coordinating veil from Kenneth Pool at Ever After Miami and a stunning hand made headpiece to match her gown by couture designer, Carolina Boulton. For the chapel ceremony Gabriella Arrango designed a beautiful guayabera wedding dress. Now that Jackie had her gown it was time to attend to all the details that would make her wedding an elegant and spectacular event.

The next step in planning her wedding was to create a unique Save the Date announcement. With the assistance of Martha

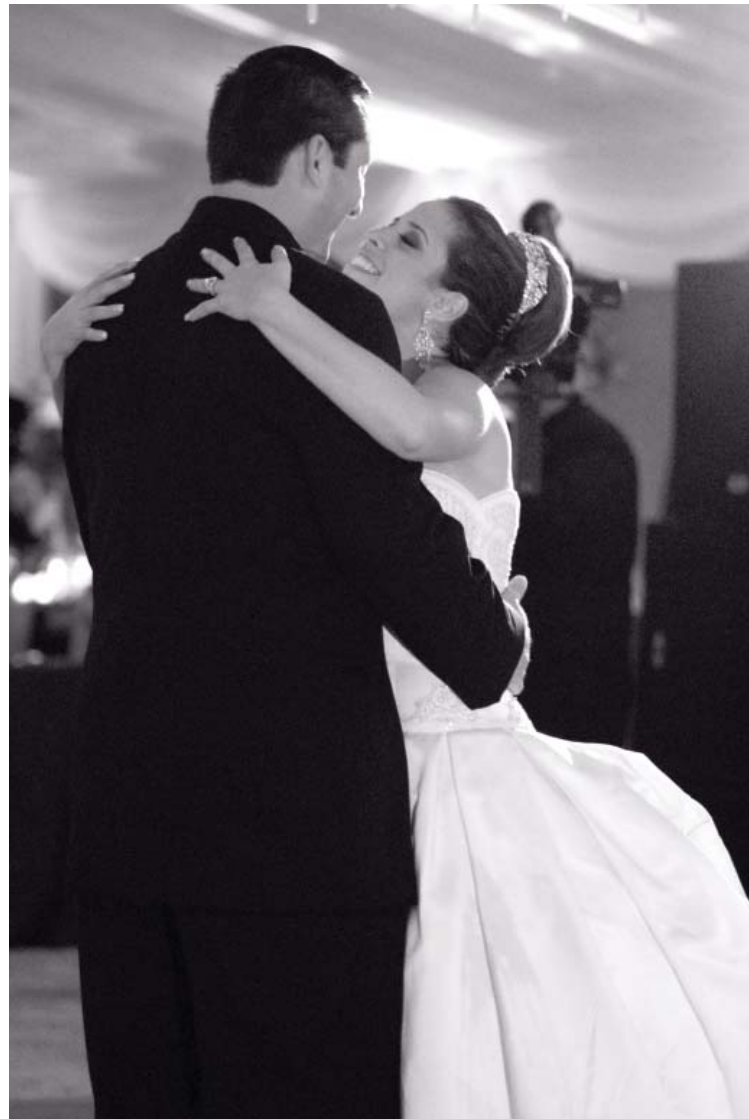


Ramirez, from UDS Photo, and Eddie Garduno from Clear Vision Pictures, they shot a motion-picture style movie trailer of the couple in different settings to portray a dream of the wedding day. The trailer concluded with "Our Wedding... Coming Soon...November 10th, 2007." The DVDs were sent out in gorgeous envelopes designed by Paper Studio. The DVD was a huge hit!

The next item in planning her wedding was a walk through the grounds of Vizcaya. Jackie wrote down the details that she and Carlos wanted their guests to see and experience as they were going to the ceremony, the cocktail hour, and finally, the reception. The reception area was drawn to scale and she began figuring out the different reception layout possibilities using square, round, and rectangle tables. She met with each vendor to discuss her ideas and drawings.

After going over the details of the menu with Mena Catering, renting the hardware from Christina's Party Rentals and Soiree Event Rentals, and hiring JM Lighting and Draping, she went to AB Covers to start designing the basis of the ceremony and reception design. Collectively between the entire design team they decided chocolate would be the primary linen color. Ana de Castro and Gilbert Monzon designed an amazing, crinkly, espresso brown linen with red kick pleats for the square and rectangle

tables. Chair covers were designed to match the chiavari chairs in red satin with a coordinating brown kick pleat finished with three



fabric band around the invite topped with a gorgeous amber and brown broach. Each invitation was hand delivered so each guest felt that they were personally invited.

For the ceremony, Jackie wanted to create a very romantic atmosphere so she used candles with hints of blue hues in the ambient lighting. She continued the color theme of the ceremony but introduced one of her main colors, dark chocolate. Although the entire wedding overall was amazing, the reception needed to be mind-blowing! The Cake table and the Bride and Groom table had to be a huge focal piece along with the ceiling-scape. Tiffany Nieves from Dream Design Weddings, a fellow planner, assisted Jackie in the planning process. Tiffany had the perfect tables for the wedding. They were mahogany tables with an acrylic top and enough space in between to fill the middle with hundreds of flowers. Above the dance floor and stage was a huge rectangular structure that floral designer, Rick Interian from Avant Gardens, built by hanging thousands of mirror crystals. It made the entire tent look like a starry night.

David Walters, from All Access Lighting and AV was the brains behind the outstanding lighting throughout the wedding. Guests walked into a red and amber tent that transformed into a dark blue tone throughout dinner and changed

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