

# GOING LOCAL

How couples can benefit from hiring local vendors

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# Weddings





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# Weddings

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# 12 wedding tricks add ease to planning and fun

Wedding tips can help keep stress minimal and reduce expenses.

Brides and grooms understandably feel a little stress when planning their weddings. Adding to the pressure is the fact that, according to a WeddingWire.com report, the average couple in their 30s spends \$32,000 on their wedding. That is a lot of money riding on one day.

But planning a wedding can be even more fun than it is stressful, especially for those couples who employ a few tricks of the wedding planning trade.

## 1. Fake the cake.

Save some money by asking the bakery cake artist to decorate a foam-tiered “mock” cake for pictures and display, and serve guests from an inexpensive sheet cake in the kitchen.

## 2. Use labels.

Once the guest list is finalized, create a database of guests’ addresses. Print out two sets of labels: One for addressing the invitations and the other to address the thank-you cards.

## 3. RSVP tricks.

Number the back of RSVP cards and correspond the numbers to the guest list. If one or more responses is illegible, refer to the number to figure it out.

## 4. Embrace inexpensive decor.

Dollar stores and craft stores are great places to find inexpensive decorative items. Empty wine bottles can be painted or glazed to serve as vases. Candle lanterns can be picked up at low cost at many retailers.

## 5. Create an email address.

To have all of the wedding-related details in one place, create a separate email address exclusively for wedding correspondence.

## 6. Use veil weights.

These weights can be sewn into veils to prevent fly-aways during outdoor ceremonies or photoshoots.

## 7. Keep bugs at bay.

Spray chair and reception table legs with insect repellent. Dryer sheets also can be tucked into inconspicuous spots to keep bugs away.

## 8. Save money on favors.

Unless the favor is something to eat or something especially practical, you may consider skipping the favors altogether, as many guests tend to forget to take them home anyway.

## 9. Use page markers for seating.

Use multicolored, self-sticking page markers to create easy seating arrangements. Each color can represent a category: His, Hers, Friends, Work.

## 10. Make a photo clothesline.

A clever and inexpensive idea is to pin photos of the couple to a string, cataloguing how they met and their time together leading up to the wedding.

## 11. Use loose flower centerpieces.

Loose flowers in a vase are easier to sort and transport home for guests who want a memento. Make precut butcher’s paper or cellophane available to make bouquets.

## 12. Stock up on string lights.

Lights can be wrapped around trees outdoors, strung indoors around windows or draped along buffet tables to create a romantic ambiance.

Weddings can be expensive and stressful; therefore, couples can use all the tips they can to corral their expenses and tame their nerves.

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## Did you know?

Since Ancient Roman times, June has been a popular month for couples to tie the knot. The month's namesake, the goddess Juno, was said to be the protector of women in every aspect, but most notably in regard to marriage and childbearing. Therefore, it made sense to get married and take the first step toward creating a family in June. For practical reasons, June also has been a prime month for marriage because the month is neither especially hot nor especially cold in many areas of the world. While dressed in formal wear — whether having an outdoor wedding or an indoor one — no one wants to be overheated or uncomfortably cold.

While June is still a popular month to get married, the wedding resource The Knot indicates that autumn, in particular the months of September and October, has overtaken summer as the most popular wedding season. Warmer-than-average temperatures in autumn over the last few years as well as a dazzling display of natural color help make the fall a popular time for nuptials. Interestingly enough, perhaps due to a slightly cooler climate, a 2015 survey from Wedding Bells found August to be the most popular month to get married in Canada, and that 67 percent of weddings in Canada that year occurred between June and September.





## Wedding transportation trends

Couples planning their weddings routinely rely on professional transportation to bring them to and from the ceremony and reception. According to The Knot Real Weddings Study 2016, roughly half of all engaged couples will hire a transportation service such as a limousine or party bus for their weddings.

Wedding transportation options abound, and some are more popular than others. The following are some of the ways couples are getting to the altar on time.

**Shuttles and buses:** Investing in the guest experience means couples are seeking ways to provide comfort and convenience for their guests and wedding party members. Rather than asking guests to get themselves to and fro, couples may employ buses or shuttles stocked with amenities to transport a greater number of people. The Real Weddings Study indicates this type of transport has grown considerably more popular in the last six years.

**Exotic limousines:** The chauffeur-driven limousine continues to be one of the most popular methods of transportation. However, to set their weddings apart, couples are trending away from traditional stretch limousines and

renting something more trendy, such as limos built upon sports cars. SUV-based limos are still popular, with Hummers, Escalades and Navigators offering the wow factor.

**Vintage cars:** For that A-list look right out of a classic movie, stepping out of a vintage vehicle creates red-carpet moments. Dream cars for this type of glamorous arrival and departure include Rolls Royce, Bentley, Aston Martin and others. Many private companies rent classic vehicles. Couples also may contract with those who attend classic car shows.

**Water transport:** Couples celebrating by the ocean, a lake or a river can make a grand entrance aboard a vessel. Water taxis, pontoon boats and even sleek speedboats may be the transportation of choice.

The Knot says that couples spend around 6.5 months researching their wedding day transportation options and will make their decision and a reservation five months before their weddings. The more exotic the transportation option, the earlier couples should make their decisions to ensure they can book their first choice.



# How couples can benefit from hiring local wedding vendors

Local vendors are often a go-to choice when couples are planning their wedding ceremonies and receptions. As the “shop local” movement grows in popularity, weddings present a prime opportunity to embrace this movement.

Couples may have different ideas regarding where to tie the knot, but local vendors can be hired regardless of geography. Brides magazine says the biggest factor influencing wedding location is the size of the guest list and the number of people who wouldn't be able to attend if the wedding was in a particular locale. Hometowns might be the traditional choice regarding wedding location, but the XO Group says one in four couples now host destination weddings.

Once couples choose a town or city to host their weddings, they can begin exploring the benefits of working with locally-based vendors.

## Familiarity

Local vendors will be familiar with the area and possibly even the location where the wedding will be held. That can help couples avoid having to give directions, discuss venue protocols, and handle other tasks that must be worked out with non-local vendors. For example, local photographers familiar with a particular venue will know all of the best places to get shots, and some vendors may have preexisting relationships with venue representatives that could ensure wedding day operations go smoothly.

## Proximity

Local vendors can meet with brides and grooms more readily throughout the planning process, making things less stressful on the happy couple. This also makes it easier to drop off deposits, attend meetings, make fitting appointments, or attend styling sessions.



## Savings

Couples who travel for their weddings and employ local vendors will not have to pack as much. Using local vendors eliminates the need to bring along bulky dresses, decorative items, flowers, and much more. Plus, couples needn't pay to transport and house vendors brought along from back home.

## Environment

Individuals who take great strides to conserve resources by reducing their energy consumption and protecting the environment often find that shopping local is beneficial. Local vendors are more likely to source their materials from other local businesses, reducing their carbon footprints along the way. For example, local caterers may rely on local farmers for their foods, affording couples the chance to host eco-friendly or even farm-to-table weddings.

## Customization

Working with local vendors often translates into getting more personalized service and attention than mass retailers or merchants can provide.

Going local when choosing wedding vendors is an increasingly popular choice among couples about to tie the knot.



Local vendors have intimate knowledge of the areas they serve, and that can make for a more personalized, eco-friendly wedding.



## Wedding tools make planning easier

Phones, tablets and computers can give couples access to many different wedding planning resources.

**E**nsuring an event goes on with minimal hiccups takes patience and thorough planning. This is especially true for weddings, when many elements must merge together for a memorable day. Today's couples have a bevy of new resources at their disposal to facilitate wedding planning.

The internet makes vetting vendors and reading reviews that much easier, but wedding-related apps also can simplify wedding planning. The following are some top picks as culled by Wedding Shoppe, Inc., The Knot and Lifehacker.

**Wedding Spot:** Couples can search for their ideal wedding venue based on location, budget, styles, and capacity. The website enables users to plan their ideal weddings and get cost estimates based on guest list and options. Users also can access discounts and exclusive deals.

**Wedding LookBook:** This app enables couples to browse through thousands of dresses, accessories, jewelry, and much more. The app will help customers find products in their area.

**Shutterfly:** This photo, invitation and image-sharing tool can be an inexpensive place to create save-the-date stationery, invitations, and photo memory books.

**Appy Couple:** This app and website helps couples manage their budgets, timelines, wedding parties, and seating charts, while also allowing them to share photos.

There is a free version and basic packages that allow access to more features.

**iWedding Deluxe:** In addition to managing timelines, to-do lists and vendors, this app offers inspiration ideas for gowns, manages and tracks gifts, and offers first dance suggestions from iTunes. However, it is only available to iPhone users.

**AllSeated:** This tool can help couples figure out seating arrangements by creating 3D floor plans of the event, and couples can pull contacts from email and social networks to establish a guest list. If floor plans are unavailable in their database, they can be drawn.

**The Knot's Marketplace:** With the click of a button, couples can search for wedding vendors in all different categories, read reviews, and directly connect with those businesses.

**HitchSwitch:** Brides or grooms who may be changing their names can do so in one convenient place. Three different packages cater to various name-changing needs.

**Vistaprint:** These stationery specialists offer an array of services, from cards to invitations to personalized envelopes. Once a design is chosen, Vistaprint will offer add-on suggestions for coordinating items, helping to create a cohesive look for the festivities.

Wedding websites, apps and more can streamline wedding planning.



## Maintain honeymoon beauty

Honeymoon beauty is easy to achieve if the right supplies are brought along on the trip.

**A**ccording to TripSavvy, 99 percent of couples who choose to have traditional weddings take a honeymoon. Around 1.4 million couples in the United States depart for honeymoons around the world each year, spending an average of \$4,466 on the trip.

Though not nearly as pressure-filled as wedding planning, honeymoons do require some planning to ensure a fun and memorable trip. In a Bridal Guide survey, wedding couples indicated they were most likely to worry about wardrobe, swimsuits, sunglasses, sunscreen, and luggage when getting ready to depart.

Couples who want to look their best on their honeymoon and in their honeymoon photos should not forget to pack the following items.

**Sunscreen:** Sunscreen is a must whether you're traveling to the pink beaches of a tropical island or the slopes of a ski resort. Choose a product that protects against both UVA and UVB rays, and be sure to reapply every 80 minutes or so, especially after perspiring or swimming. Sunscreen will help prevent damaging and painful sunburns that can adversely affect a trip.

**Makeup-remover wipes:** Even high-end resorts may not provide the correct face bar for removing makeup and refreshing skin. Makeup-removing wipes can offer deep cleaning in a few convenient swipes.

**Hair refresher:** Brides who want to get a few extra days out of a wedding day hairstyle should pack a hair refreshing spray to tame static and add UV protectors that keep

locks pampered until they're ready to wash. Dry shampoos also allow for a little refreshing of hair between daytime adventures and evening dinner.

**Eye cream:** There may be a few late nights while you're enjoying romantic, candlelit meals or hitting up the hot spots around a resort. Ensure honeymoon photos do not show tired eyes with an eye cream that can reduce puffiness and dark circles.

**Tinted moisturizer or BB cream:**

A high-quality tinted moisturizer or BB cream will hydrate skin and add just a sheer wash of color to even out skin tone. Pair with lip balm and a waterproof mascara and your honeymoon face will be ready.

**Teeth whitening treatment:** Couples who invested time and money into achieving whiter teeth for their weddings don't want to let all of that hard work go to waste. Brush on whitening product after eating and drinking to prevent stains and fresher breath.

**Blotting papers:** Humid climates may cause perspiration and oils to leach out of the skin. Tame shine and that greasy feeling with blotting papers purchased from a cosmetics retailer.

**Light fragrance:** Heavy perfumes have no business on breezy honeymoon escapes. Find a light, flowery scent or something tied to nature, like citrus in a travel-sized atomizer.

**Stick-on bra cups:** To feel more stylish and comfortable in strapless and/or backless dresses on their honeymoons, brides can use stick-on bra cups that offer support and lift.

Travel brow kit: Keep brows tamed and looking great with mini-tweezers, brow filler and gel.

# Unconventional wedding menu ideas

Taste reigns supreme at weddings featuring creative menus.



Traditionally, one of the more memorable aspects of wedding receptions is the food. Whether it was fun, tasty or something entirely new for guests, food tends to leave a lasting impression.

The experts at Boho Weddings say that, more than ever before, couples are seeking menu ideas that reflect their personalities as a couple as they seek to make a statement at their events. Celebrating with delicious, unique foods can make receptions that much more amazing.



## Bite-sized bursts

Tapas and a movement toward small bites has started to take hold at wedding receptions. Such a choice allows guests to try many different flavors without filling up too quickly. From sliders to mini grilled cheese to soup shots to bite-sized pizzas, many of these small bites feature flavors borrowed from familiar comfort foods — just presented on a miniature scale.

## Comfort stations and bars

Couples who love comfort food can put it on display with a crostini station, a mashed potato bar, a chicken and waffles station, a gourmet popcorn snack station, or a ramen noodle bar.

## Food trucks/carts

Outdoor weddings can be enhanced with the addition of trendy food trucks. These restaurants on wheels can inject burgers, sandwiches, international delights, crêpes, noodles, and so many more flavors into a wedding.

## High-end options

Couples may want to give guests a taste of the lavish with olive oil and vinegar tasting stations, whiskey bars, French hors d'oeuvres, Kobe beef sliders, lobster tails, risotto stations, and more.

## Childhood favorites

When it comes time for dessert, some couples opt to avoid or downplay wedding cakes in favor of something simpler. A cookie-and-milk bar, doughnut holes, soft pretzel stations, pie pops, or dessert shot jars push creativity and sweetness to new levels. Do-it-yourself dessert stations, such as s'more-making and ice cream sundae stations, also can be big hits.

Couples are increasingly feeling less beholden to traditional wedding reception menus as they look to infuse their personal tastes into the foods they plan to serve their guests. Many catering managers and chefs welcome the chance to work with couples looking to create unique reception menus.

# Frosting-free cakes the latest trend



A new trend is taking hold both in North America and on the other side of the Atlantic Ocean. Cakes are being pared down so that frosting and fondant coverings are now nearly absent from the confections.

They're called "naked cakes," and these simplified desserts showcase the texture of the cakes and their fillings. According to culinary experts, the idea for the naked cake came from Christina Tosi, owner of Momofuku Milk Bar. It's an award-winning bakery with locations across the United States and Canada. Now many other pastry chefs and bakers are hopping on the naked cake bandwagon, with the trend being highlighted by the likes of Martha Stewart and the respected wedding resource The Knot.

Just because these cakes may be short on exterior buttercream doesn't mean they fall flat on flavor or visual appeal. Cakes can be embellished with fresh blooms, gum paste-molded flowers, edible pearls and gems, fresh berries, and much more. The Knot notes many naked cakes are garnished with flavors that are included in the cake, such as chocolate chips, crumbs, cookie dough, or candy sprinkles.

Couples who are stripping down their weddings to include more basics and natural effects may be drawn to these naked cakes. They're also an option for those who find frosting, buttercream and fondant too sweet for the palate. Naked cakes enable the interior flavors to really shine.





## Affordable bachelor and bachelorette party ideas



**W**eddings can be expensive. Various sources estimate the average cost of weddings is anywhere from \$26,000 to \$31,000. Couples and their parents may bear the brunt of wedding expenses, but those who have accepted a role in the wedding party also can expect their share of expenses.

Taking into account gifts, wardrobes, makeup, bridal showers, and travel, including getting to and from the bachelor/bachelorette party, bridal party members are on the hook for a lot of money when their friends or family members tie the knot. Many men and women like to travel for their bachelor/bachelorette parties, and cost-conscious bridal party members may be concerned about how expensive such parties can be. Pulling out all the stops can be exciting, but there's no guarantee these types of parties will be more enjoyable than simpler soirées.

Taking steps to control costs can help cost-conscious couples and their friends. The following are some affordable ideas that can be fun for all involved.



**Bar or winery crawl:** Partygoers typically want to enjoy a night out on the town, and traveling from one establishment to another can be a fun way to do just that. Everyone invited can set themselves apart with a signature item (hat, T-shirt, or colored clothing), and make the rounds.

**Attend a group event:** Group events include sporting events, concerts, theater shows, or a night at a comedy club. Investigate discounted tickets for large groups.

**Belt out the tunes:** Open mic nights at restaurants, bars and other establishments around town may make for a fun way for friends to share a few laughs together. Participants need not be professional singers to join in on the festivities.

**Camp out:** Get in touch with nature by enjoying a camping trip, complete with a campfire and a few brews. Spending time in the wilderness can restore focus and let stress melt away.

**Poker or game night:** Groups can gather around the poker table to test their skills in poker and other card games. With some free-flowing beverages and snacks galore, games can get pretty animated.

**Dinner party:** Hire a chef to visit your house and prepare a meal for guests. Serve a signature cocktail and let the conversation flow.

Bachelor and bachelorette parties can be affordable without sacrificing fun.

# Rustic bouquets add natural flair to wedding celebrations



Couples opting to get back to basics, streamline their nuptials and create more intimate and less superficial affairs often gravitate toward rustic celebrations to showcase their ideals. Rustic weddings also may appeal to environmentalists and men and women who want their weddings to be as eco-friendly as possible.

Rustic weddings may include those ceremonies and receptions that take place outdoors or in abodes, such as barns, wineries, castles, or converted silos or town factories. In fact, Bridal Guide says that barn weddings have never been more popular — among both urban and rural couples alike.

Coordinating a rustic wedding may mean letting go of perceived notions of how everything from food to favors to flowers should be. In fact, one way to describe rustic weddings — and especially the floral arrangements that adorn them — is “purposely imperfect.”

Rustic wedding bouquets may seem like they were plucked right out of the garden or grabbed through a stroll in a meadow. They're

rarely symmetrical or feature the customary flowers of more formal wedding celebrations.

When designing rustic bouquets, florists may keep the stems of wildflowers or other blooms untethered for a relaxed feel. Long stemmed arrangements are quite popular, and trends point toward bouquets that are loosely tied with raffia, twine, vines and other natural materials rather than more refined ribbon.

Another way rustic bouquets set themselves apart is with the introduction of other elements into the arrangements. Not merely blooms and greenery, rustic pieces may feature twigs, vines, berries, scabiosa pods, ivy, and feathery ferns. The heights of elements in the bouquet are varied, and the bouquets will not have an overly uniform shape. Rustic bouquets are far from pretentious, and brides shouldn't feel that these bouquets are delicate or will fall apart when handled.

When planning a rustic wedding, couples can work with their florists to create bouquets and arrangements that fit with their visions.



# Serious wedding style for short-haired brides



Color, embellishments, retro styles, and clever up-dos can set short bridal hairstyles apart.



**O**n a day when all eyes and cameras will be trained on them, it's natural for brides and grooms tying the knot to want to look their best. As a result, many couples invest a portion of their budgets into spa and beauty treatments, with many even hiring salon stylists to ensure their wedding-day looks are flawless.

Women with short hair may lament that they do not have many options when styling their hair for their wedding days. Some may even consider growing out their locks. However, plenty of creative styles exist for ladies without long locks.

## Experiment with color

One way to “tress to impress” is to experiment with some color. Well-placed highlights, balayage treatments, ombre, or peek-a-boo underlights can add an extra spark to a bride's normal hairstyle. Speak with a qualified stylist about what you plan to achieve with a wedding-day look, so color can be applied correctly.

## Retro glamour

Brides may want to harken back to an era when glamour reigned supreme. Replicate one of the short styles of the 1940s or 1950s, paying homage to Audrey Hepburn, Marilyn Monroe, Lauren Bacall, or Judy Garland.

## Braids and plaits

Braids can add whimsy to shoulder-length or shorter hair. In addition, braids can anchor short locks when an up-do is desired. Braids can be placed into the front or rear crown of the head to look like a hair halo or crown.

## Use embellishments

If short hair cannot be gathered into a braid or bun, you can opt for adorned pins, barrettes or headbands to add a touch of sparkle to the look. Ask a stylist to tease the crown of your hair to achieve a little more height and impact.

## Half-up style

Many women with short hair find that using bobby pins to pin up select areas of their hair can help achieve a partial up-do look without the need for longer locks. Experienced stylists will know how to manipulate hair effectively to create this look. Small tendrils of hair can be left free and curled for a less structured, more natural effect.

Brides-to-be with short hair do not need to fret nor make drastic changes to their hairstyles to look beautiful on their wedding days. Short hair can be manipulated into many camera-ready creations.

# Is airbrushed makeup the way to go?



**H**air and makeup is an important part of wedding day planning. Brides and grooms want to look their best on their wedding days, when they will no doubt take dozens of photos, if not more. Men may apply some oil-absorbing powder to tone down shine on their skin, but women tend to pull out all the stops when selecting bridal makeup — often hiring professional makeup artists to create a signature look.

Airbrush-applied makeup is an option women may want to explore. The wedding resource *The Knot* says that makeup airbrushing is quite popular in the world of movies and modeling and is now becoming more popular among brides-to-be. When applied correctly by a professional, airbrush makeup can have a number of perks.

Understanding airbrush makeup can help brides determine if it's the best choice for them.

Airbrush makeup is comprised of a very thin liquid makeup that is applied with the use of an air gun. This produces a thin, even layer of foundation, often creating a matte finish. Makeup artists can custom-blend shades to get the right match for their customers' skin tones. And because the fine mist of airbrush makeup enables true skin tone to show through, it can appear much more natural.

Many airbrushed formulations are

silicone-based, enabling long-lasting wear and water-resistant properties. This is advantageous when hugging and kissing on one's wedding day. Some airbrush makeup can last up to 16 hours.

Some airbrush formulations are water- or alcohol-based. Alcohol-based options can be used to cover tattoos or birthmarks.

Touchups are minimal with airbrush makeup, and the formulations can be layered to cover blemishes. Airbrush makeup also creates a pristine finish for applying other makeup.

Airbrush makeup is compatible with well-moisturized skin and takes to it well, but dry skin may flake, crack and look flat, advises *Essence Designs*.

Brides who end up shedding tears of joy on their wedding days might find that airbrush makeup can streak, which can be difficult to cover up.

Because it requires a certain skill set and equipment, airbrush makeup tends to be more expensive than traditional makeup when done by a professional.

Airbrush makeup can create a flawless look and may be an option for brides to consider.



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