

# B-LUSH

DESTINATION WEDDING MAG

DEC. 2021 #06

## #8

SECRETS TO  
PLAN A PERFECT  
WEDDING  
(DESTINATION  
WEDDING)

*straight from a  
wedding  
planner's diary*





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# EDITOR'S NOTE

*start the journey*

Welcome back to the new normality!  
A pandemic cannot stop the excitement of a bride-to-be.

We all patiently waited for the right moment to turn our dreams into a magical journey.

Your Destination Wedding & Italy are waiting for you. Nothing has changed over the last 2 years, believe me!

If you're starting planning your wedding at home or destination wedding, take a little time to go through our "express-mini guide" as we are pleased to share with you some of our secrets!

2022 & 2023 wedding seasons are knocking at the doors and we are all ready for new amazing adventures!

To our brides and all the brides-to-be in the world, **happy planning!**

But mostly enjoy your celebrations and keep in mind that

**Perfection is not attainable, but if we chase perfection we can catch excellence!**

xoxo

R.







*Love*

PTEMBER  
E

URCH



#1

# VENUE

LOVE AT  
FIRST SITE  
INSPECTION





# #pó·sto

Finding the perfect wedding venue can be incredibly difficult.

When you start planning for your wedding, *you often have an idealized vision of how things will play out*. Part of the problem is that the venue has to be just the right one. This is, after all, where you're going to get married.

Not only does it need to meet the idea you have in your head, but it also has to accommodate practical details like the size according to the guest list, the ceremony and the after dinner party.

*A destination wedding implies double the effort!* Over the last years Lake Como and Tuscany have been on top of brides' list, however Italy offers **hidden gems**, like the Marche, Sicily or Piedmont, worthy to be explored! In picking your wedding venue, do not forget to offer your guests an authentic Italian **experience**. Creating a personalized **web site or App** mapping all the **local attractions** around the venue as well as spots to visit during their stay is a plus! A wedding venue needs to be decided at **least 12 months** before the wedding date to give enough time your guests to make their travel plans.

Keywords

Hidden gems

Experience

Local attractions

Activities

Save the date

Web site

App

Concierge

To start the planning with the right foot opt for a **Save the Date** (traditional or via email) and do not forget to add the link to your web site which you will update with all the **activities** related to the celebrations.

Our team can assist you in scouting venues in Italy & south of France as we have a dedicated program to couples at the early stages of the planning.

If you already have picked your wedding venue and you only need a support from the insiders, get in touch with us to discover our **Concierge** program.

12 MONTHS BEFORE









#2

# CEREMONY

THE JOURNEY  
STARTS HERE

CEREMONY



# #ce·ri·mò·nia

8 MONTHS BEFORE

When picking your venue do not forget that the ceremony is the most important moment and try to focus on the fact that the area, the space, the backdrop should reflect you as couple as well as ideal place to reunite all your friends and families.

Now if you opt for a destination wedding and you are planning a ceremony legally binding you have to consider that there is some leg work to do at home. **Paperwork** are essential to have a wedding with legal validity and need to be prepared in a due advance (max 6 months before the wedding date if you're getting married in Italy).

Whichever is your ceremony approach, sit down and decide together for the **readings** trying to incorporate moments recalling your past, of your present and of course looking at your future.

**Music** is essential and can really give the good twist to the ceremony. You need a short prelude when guests approaching the ceremony space, **processional** music, bride entrance, music during the exchange of the rings and **recessional**.

*Keywords*

Paperwork  
Readings  
Music  
Vows  
Recessional  
Processional  
Roles  
Unplugged

You can be classic (strings trio) or twisty (sax or drums) but do not forget that this will be the moment your journey starts.

Try to establish the **roles** in advance. Decide your processional and recessional and reserve a moment during the ceremony for close friends or family members that are not in the the bridal party.

We really love couples that decide for **unplugged** ceremonies. Guests' attention will be focused on the ceremony and noone is missing any moments. Do not forget that you've hired a professional photographer, he/she will take care of capturing all the moments.









#3

# RECEPTION

CRAFT THE  
PERFECT MENU

RECEPTION



# #ri·ce·vi·mén·to

If you're opting for a Destination Wedding and you're getting married in Italy, please do not forget that food & good wines are vital. Attending to an Italian wedding (a real Italian wedding) means a long-lasting meal, where every aspect of the menu has been micro-maniac studied for months. Now our recommendations for having a perfect wedding meal are in a bunch of words: **simple, seasonal, local, organic**.

Do not ask for a fish menu if you're getting married on the mountains, team up with the chef to create a journey tasting what the area is offering in terms of local products.

Italians traditionally sit for a long, long time during the wedding meal, you do not need it! Work with the FB manager and put together a reasonable **timing**: cocktail hour (1 hour time), wedding meal (3 courses + speeches 2 hours time) cutting of the cake (30/40 minutes if you're having a show cooking). **Wines**: Italy offers reasonably priced wines according to the quality and grapes and most of the venues are already including wines in their packages. Trust the FB manager as he/she knows how to pair them with your wedding meal!

Keywords

Simple

Seasonal

Organic

Timing

Wines

Bartender

Signature Cocktails

Decorated

The best celebrations are made even better by hiring a **bartender** with not only extensive experience, but also with a personality that can really help keep the celebration lively.

Personalized drinks are timeless & fun: **signature cocktails** for both the bride and groom are a great way to bring in their personalities and make a wedding bar stand out. Focus on what you like more to drink at your wedding and do not forget to create a drinks list for those that are not great fan of alcohol (preferring soft drinks), the dancers (something easy to grab near the dance-floor) the great drinkers of course! A personalized and well **decorated** bar counter is a MUST.









#4

DECOR & CO

COMBINING  
FLORALS &  
LIGHTING

DECOR & CO



# #al·le·sti·mén·ti

Flowers and decor are the most amazing aspect of planning a wedding and, of course on top of the list of the priorities for all brides.

There are several tools helping you to decide your colors palette, if you're not expert, try with something simple to use like Coolors. You can practice before starting dealing with your floral designer. At

TheKnotInItaly, we love **seasonal flowers** as most of the time are also **in style** with the venue and the natural backdrop. Do not forget that if you opt for a destination wedding probably the view you're offering your guests is the most amazing and cost-effective decor they have ever seen!

New Trend: opting for an **eco-friendly decor**, which for us also means incorporating **natural** elements of the area. Think about a wedding decor in a beautiful Masseria on the south. Traditional dried flowers and tomatoes can offer an usual and incredible aspect to a long family style table. Turn everything into something personal adding nice table cloths or napkins. Choose chairs on the base of the venue style (contemporary or modern if you're in a nice ball room, something elegant but rustic if you're dining among olive groves).

Keywords

Seasonal  
In style  
Eco-friendly  
Lighting  
Natural  
Timing

**Lighting** has become almost as common as flowers at a wedding reception. Adding bulbs, fairy lights, up-lights or chandeliers can change the mood of the venue. Please do not forget to team up with your lighting company to create the perfect ambiance: during dinner you can use a beautiful, warm, amber color as everything looks romantic. Throughout the evening, when the dancing kicks in, use purples, pinks, blues and reds to create a party atmosphere.

**Timing** is essential: if you're having the wedding reception in the early afternoon, do not opt for candles, as with the daylight they can be barely seen.



Together with their families  
Rachel Mary Hearsh  
and  
Marcel Sengul  
request the pleasure of your  
company at their wedding  
Wednesday the 2nd of October  
two thousand fifteen  
at half past four in the  
Vignamaggio Villa  
Guerin  
Lush



#5

PHOTOS  
& VIDEO

FOREVER IN  
YOUR MIND



# #fo·to·gra·fi·a

# #vi·de·o

6 MONTHS BEFORE

Photos and videos are what you're going to save forever of your wedding day. Be picky in hiring the professionals as they have to reflect you as couple and translate what they capture of the wedding day, into memories.

**The first look** : we really love it! it is the moment of great emotion and it is possible to capture the natural reaction of the couple. Make a list for both the photographer and videographer of your bridal party. The moments of **sisterhood and brotherhood** during the getting ready are really special! and you can involve all your friends in popping you champagne or beer and have toast together.

Every wedding, we ask the couple for a detailed list of the **family portraits**, above all in occasion of a big number of guests. If you have **Vip** guests that you do not want to loose in your pics, please do not forget to add them in the list . Make the list *reasonably long* and share it in advance with your professionals.

*Keywords*

First look  
Sisterhood  
Brotherhood  
Family  
Vip  
Funny  
Details  
Music

For some brides **details** of decor, stationary or even wedding gifts for the bridal party are really important. If so, add also these at your must list, specifying all the items you would love to have the in the pics, but also *leaving the professional space of manoeuvre* to express his / her creativity.

The video is a separate story. Audio, lighting, **music** are crucial. Try always to be natural both in the posing moments as well as in the candid ones. If you're planning a special moment or a **funny** moment with your friends, tell your professional in advance. Give him / her the time to set up the camera and inspect the area to film perfectly every reaction.









#6

ENTERTAINMENT

LET'S  
HAVE FUN

ENTERTAINMENT



# #in·trat·te·ni·mén·to

Hiring entertainment is one aspect of wedding planning that many couples find stressful & if you're planning a destination wedding, the stress will rise up as of course local bands may have a different approach compared to a wedding **band** at home.

However there are numerous wedding bands ready to travel abroad and able to perform in every place and "conditions"; but before booking a wedding band, you need to have a conversation with your wedding venue. For varying reasons, wedding venues allow music till different times / hours. So better to check in advance!

Once sure that you can have a great party till the early morning, speak with the band and give them a precise **timeline** of what will happen during the day.

Hiring your wedding band through a reputable entertainment **agency** brings with it a host of benefits. A good agency promote a wide range of quality-controlled wedding bands in one place! So more choice!

In the event you opt for a **DJ**, as for the band, share with him/ her your timeline as well as your playlist (*possibly trusting him/them*) and however specifying ever single dance and moment. From the **first dance** to the parents dance or bridal party dance.

Select the band or the dj considering the at guests attending to the wedding will have different ages and of course the performance has to fit all of them.

*If you also need a **emcee***, check with the band and the dj, not all are good in this role!

And last but not least focus on length of the performance, breaks and meals!

*Keywords*

Band  
Agency  
Dj  
First dance  
Playlist  
Timeline  
Emcee

5 MONTHS BEFORE







# #7

## BEAUTY

THE BEST BEAUTY ALLY  
YOUR SMILE



# #bèl·la

We know it is hard to feel secure in the hands of someone that you've never met before till entrusting him/her of the best day of your life. *Yes you're right!*

Before booking the perfect hair and make up artist, start searching on magazines or on line, styles that you like. Note: do not forget that you're not the same girl of the pic and once collected all the material, speak with your bestie, she/he knows better than noone else and can help you in picking the right **styles**. With a few styles on your device or in your handbag, book an appointment. During the appointment you're going in depth with what you have selected, studying your **skin** and your **hair**.

Explaining also your daily makeup **routine** will help your artist design a look for you that complements your style and natural beauty.

On the base of your discussion, ask for a quote and if you agree, book a trial. The trial is essential to see the artist at work. If you're planning a destination wedding, once you're visiting the caterer or the venue for the food tasting you can book our trial with the artist.

Make sure that the style you have decided is appropriate with your **gown**, so maybe better to share the pic in advance. Do not forget that a hair and make up stylist has above all *a great aesthetic vision* and can guide you towards what will make you feel Bellissima!

If you're having your girls getting ready with you, do not select for them the style, but leave them deciding what will make them feel more comfortable.

*Keywords*

Styles  
Skin  
Hair  
Trial  
Vision  
Routine  
Gown  
Bridesmaids

8/3 MONTHS BEFORE







# #8

## PLANNER

MILESTONES OF THE  
ORGANIZATION



PLANNER



# #pia·ni·fi·ca·zió·ne

These are some of the secrets of *our routine daily work*! Now if you're planning a destination wedding or a wedding at home with the Italian twist, *we're all ready to join to you adventure*!

Right! what you have just browsed is a part of almost one year of work a professional destination **wedding agency** is devoting every couple. Basically, hiring an agency will give you the chance of enjoying the planning, being the center of your dream but leaving the leg work to someone else, having a friend on site that can capture for you the pros and cons of every idea and help you in turning your dream into reality.

*What's next?*

Considering the moment we're all globally living, check **travel rules** and try to be constantly updated following the official channels. Book with us a **venue scouting**, visiting personally each venue will give you the chance of entering in touch with the area, the people you're going to involve and the wedding planner her/himself. Do not focus on the most popular places, on one pic on IG, on a specific decor that maybe is not fitting with your budget or style!

*Keywords*

Agency

Venue scouting

Travel rules

Dos & Don't's

Call friends

Experience

Do follow the advice your planner is offering you.

Move on with the goal that you're going to start your life-time journey with a marvelous party in a foreign country and Italy has so many hidden gems that are waiting to be explored.

**Call** your **friends** and tell them that you're thinking of a destination wedding in Italy. We are 100% sure they will have a friend of a friend who attended to a wedding in Italy and who is eager to speak with you about the **experience! Ready?**

**LET THE JOURNEY BEGINS!**



LET'S ALWAYS MEET FOR A SMILE,  
AS A SMILE IS THE BEGINNING OF

# LOVE

TEAM @ THEKNOTINITALY

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BRIDES & COUPLES:

KATY MARRIED IN TUSCANY  
SARAH AND SAMMY MARRIED IN TUSCANY  
JULES AND BYRON MARRIED IN LAKE COMO  
VERONICA & HER BRIDESMAID MARRIED IN CAPRI  
ELIR DETAILS MARRIED IN CAPRI

DECOR:

JARDIN DIVERS  
CAPRIBLOSSOM

VENUES:

RICCIO CAPRI  
VIGNAMAGGIO TUSCANY  
VICCHIAMAGGIO TUSCANY  
VILLA PIZZO LAKE COMO