

## **English version**

Welcome, and thank you so much for downloading Carnet Coco. I'm truly happy to have you here. This guide has been thoughtfully created to gently accompany you through the first steps of your wedding journey, helping you find clarity, inspiration, and a sense of calm as you begin imagining your celebration in the South of France.

This guide opens with the English version.

You will find the French version just after (p26), so feel free to continue in the language that feels most natural to you.

With warmth,

Coco

## **Version française**

Bienvenue, et merci infiniment d'avoir téléchargé le Carnet Coco. Je suis très heureuse de vous accueillir ici. Ce guide a été conçu pour vous accompagner avec douceur dans les premières étapes de votre projet de mariage, en vous apportant inspiration, clarté et sérénité, au moment où votre célébration commence à prendre forme dans le Sud de la France.

Le carnet débute par la version anglaise.

La version française se trouve juste à la suite (p26), pour que vous puissiez lire dans la langue qui vous convient le mieux.

Avec toute ma douceur,

Coco

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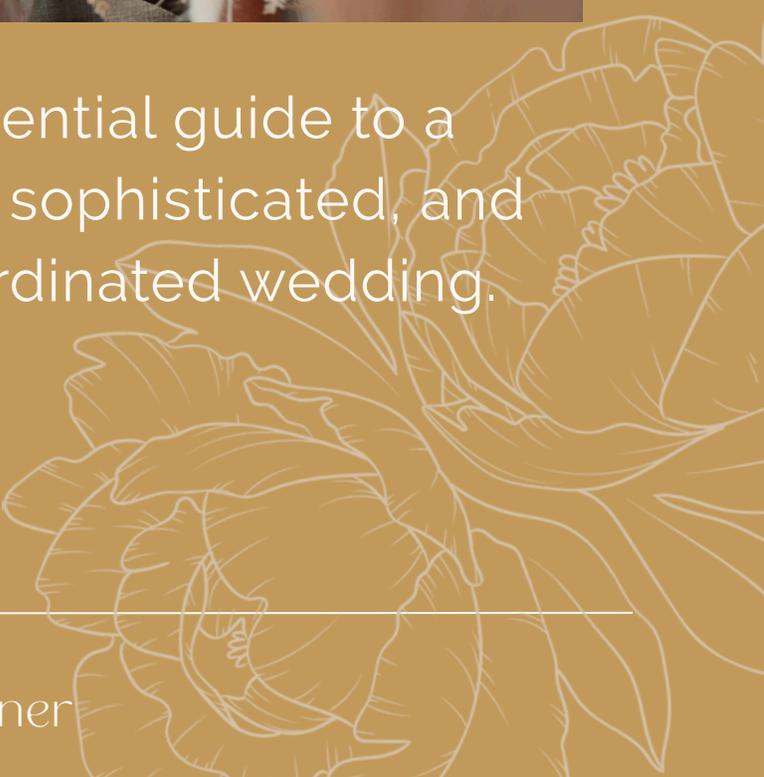
# CARNE COCO



The essential guide to a seamless, sophisticated, and well-coordinated wedding.

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By Coco  
Wedding Planner and Designer



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# SUMMARY

03

Welcome

04

Five essential questions to consider before you start planning.

06

My five essential tips for a harmonious and aligned marriage.

16

The appropriate cadence

17

Retro-planning

18

The secrets no one shares about wedding planning

19

Check-list

20

Inspirations.

23

What I offer you

24

Conclusion

# CONGRATULATIONS!



Congratulations on your engagement & welcome to the world of Coco.

I am thrilled that you have downloaded my wedding planning notebook.

You are now embarking on a remarkable journey: crafting a wedding that reflects your unique vision, set against one of the most stunning backdrops in the world.

Amidst the excitement, emotions, and a myriad of ideas competing for attention, the initial steps may occasionally appear unclear. This Coco Notebook is designed to provide guidance with clarity, gentleness, and sophistication.

Crafted as a travel companion, it will assist you in establishing a solid foundation, organizing your aspirations, and maintaining focus on the essentials, all without causing any overwhelm.

I am Colette, the founder of the Coco agency. I ardently assist couples from around the globe in orchestrating modern, elegant, and profoundly personal weddings in the South of France.

This notebook serves as an essential tool for progressing with confidence, harmony, and purpose.

Take your time, breathe.  
The journey begins here.

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# 5 QUESTIONS

Essential questions before you start planning your wedding

Before you dive into searching for venues, dresses, or moodboards, pause for a moment..

A moment to pause, to regain focus.

Because wedding planning should never start with a to-do list, but with your true intentions.

Here are 5 simple yet powerful questions to reflect on together — to lay foundations that are solid, sincere... and truly aligned with who you are..

## 01 **What feeling do we want to create?**

Somewhat intimate and organic? Festive and lively? Elegant and timeless?

Take the time to define together the feeling you'd love to create, for your guests... and for yourselves.

It will shape everything: the venue, the rhythm, the aesthetic choices.

## 02 **What truly matters to us on that day?**

Is it the moment of the ceremony? The time shared with your loved ones? The atmosphere of the dinner?

Identify your priorities so you can focus your energy (and your budget) where it truly matters.

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03

**What type of experience do we wish to create for our guests?**

Your guests may travel from afar to celebrate you.

What memory do you want them to take home? A day full of emotions? An unforgettable celebration? An immersion into the French art of living?

It's a beautiful way to think of your wedding as a true experience in itself.

04

**How do we want to experience the wedding preparations?**

With lightness? At your own pace? Surrounded or just the two of you?

The planning is part of the journey. Asking yourselves this question now already means taking care of you, your couple, and your balance.

05

**What do we want our wedding to say about us?**

Every detail will be a way of telling your story — your tastes, your journey, your bond.

What feeling would you like people to experience when discovering what you've imagined?

This question is the starting point of any artistic direction that is both cohesive and deeply personal.

At Coco, it all starts here, with listening to your answers to these questions..

Before addressing the "how," we always start with the "why."

This is what makes every wedding unique, genuine... and truly unforgettable.

Dream big. Love hard.

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# 5 ESSENTIAL TIPS

Planning a wedding that truly reflects you is, above all, about creating an experience that is sincere, elegant, and deeply personal.

To make this unique moment as seamless as it is magical, here are 5 essential tips to guide you step by step from dream to reality.

## 01 ALWAYS SET THE EMOTIONAL TONE BEFORE THINKING ABOUT THE DECORATION.

Aesthetics always arise from what you deeply feel.

## 02 GATHER ALL YOUR INFORMATION & PLAN IN ADVANCE.

A single tracking document offers you clarity of mind and ease in your decisions.

## 03 CHOOSE PEOPLE AND VENDORS WHO ALIGN WITH YOUR VISION.

Prioritize authenticity over fleeting trends.

## 04 MANAGE YOUR BUDGET CAREFULLY, YET REMAIN FLEXIBLE.

Allow a 15% margin for unexpected costs or delightful last-minute surprises.

## 05 ON YOUR WEDDING DAY, LET GO: DELEGATE AND JUST BREATHE.

Your role is to be fully present in every moment, not to manage the details.

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# 01 EMOTION ABOVE ALL

Before diving into Pinterest boards or choosing the color of the linens, I invite you to come back to the essential: what do you want to feel on that day?

Close your eyes for a moment... Picture yourself on the morning of your wedding. What is the atmosphere? Is it soft, serene, joyful, lively, vibrant? Do you feel a bubble of intimacy, a breath of freedom, a spark of celebration? It is there, in those sensations, that everything begins.

Because a wedding is not built first with objects, but with emotions. The aesthetics, the style, the decoration — all of this comes after. And above all, it only truly makes sense when it aligns with what you feel within."

When you start from this emotional intention, every choice becomes simpler, more coherent. You are no longer trying to follow a trend, but to create something that truly reflects you. A visual universe can be beautiful, but if it is not in resonance with who you are, it will always miss something... that warmth, that harmony, that subtle *je ne sais quoi* that touches the heart.

So, start there. Ask yourself: 'What do I want to feel on that day, and what do I want my loved ones to feel in turn?'

It is this founding emotion that will give birth to a wedding that is seamless, aligned, and profoundly true.

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# 02 PLAN WITH CLARITY

One of the keys to experiencing peaceful wedding preparations is organization.

Not rigid, military-like organization, but the kind that supports you, lightens your load, and brings you clarity, the kind that helps you stay on course, even when emotions arise.

Start by centralizing all your information in one single space: a notebook, a digital document, it doesn't matter, as long as everything is gathered together. This becomes your compass: venue, vendors, deadlines, ideas... everything at your fingertips. And above all, you avoid multiplying scattered lists or losing notes across endless tabs.

Next, choose a realistic date. Take into account your pace, your personal and professional commitments, peak seasons, and venue availability. The more you anticipate, the more room you'll have to face the unexpected without panic. A well-chosen date is already a step toward a smoother wedding.

Then, list the major steps by breaking them down into small, concrete actions. This makes each task easier to digest — and more motivating too. For example, instead of writing 'choose the dress,' think 'book an appointment at a boutique,' 'do two fittings,' 'confirm the accessories.' That's how you move forward, step by step, without feeling overwhelmed.

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# 02 PLAN WITH CLARITY

Then, list the big milestones, breaking them down into small, concrete actions. This makes each task easier to handle and more motivating too. For example, instead of writing 'choose the dress,' think 'book a boutique appointment,' 'do two fittings,' 'confirm the accessories.' That's how you move forward, step by step, without feeling overwhelmed.

Learn to prioritize as well: some decisions need to be made very early (venue, caterer, photographer...), while others can wait. Put your energy where it matters most, and let the details come afterward. You'll see it changes everything.

And above all... don't try to carry everything on your own. Delegate whenever you can, involve your loved ones, share the tasks.

A wedding is an adventure to be lived together.

Knowing how to surround yourself is also a form of wisdom.

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# 3 SURROUND YOURSELVES

We often underestimate how much the people around you shape the experience of your wedding.

Well-chosen vendors don't just 'do their job', they accompany you, reassure you, and translate your wishes into reality, sometimes even better than you could express them yourself.

Before following trends or recommendations at all costs, ask yourself this essential question: 'Does this person understand our vision, our energy, our lifestyle?'

It's not about finding the most famous or the most 'Instagrammable' vendors, but the ones who truly resonate on the same frequency as you.

Take the time to explore. Discover their worlds, look at their past work, read reviews, listen to how they talk about their craft, you'll quickly feel if there's an alignment.

The right vendor is the one who listens to you, adapts, asks the right questions, and makes you feel that you are in good hands.

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# 3 SURROUND YOURSELVES

And then, trust your instinct. It is often an excellent guide. Even if everything looks perfect on paper, if there's doubt or the slightest unease, listen to it.

Conversely, a professional who inspires your trust, even if they're a little different from what you first imagined, can become a true steady force by your side.

This wedding is yours. It deserves a team aligned with your values, your sensibilities, your energy. When you feel surrounded by caring, skilled, and committed people, everything flows more smoothly. You can delegate with confidence, breathe, and truly enjoy.

So, don't look for perfection: look for authenticity.

Because real emotions, shared with people who truly get you, always create memories stronger than any décor.

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# 4 MASTER YOUR BUDGET

Talking about money is never the most glamorous part of wedding planning... and yet, clear and realistic budget management is one of the keys to a serene wedding.

When you know where you're going, you move forward more calmly, making thoughtful, conscious choices and above all, without unpleasant surprises.

Start by setting an overall budget, taking into account your means, your priorities, and what you truly want to experience. It's not about restricting yourselves, but about staying aligned with your reality. A wedding can be beautiful, meaningful, and memorable — without necessarily being excessive.

Once this amount is defined, divide it into main categories: venue, catering, attire, décor, music, photography... and keep a 10 to 15% margin for the unexpected or for those lovely last-minute surprises. This little safety cushion makes all the difference when facing a change in weather, a logistical adjustment, or a spontaneous desire.

Then, track your expenses regularly. A simple shared spreadsheet or a dedicated app is enough to keep things clear. Record quotes, payments, deposits, and upcoming balances. Even the 'small' expenses matter: accessories, stationery, travel... it all adds up.

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# 4 MASTER YOUR BUDGET

Be flexible as well. If a particular item is especially close to your heart, such as a favorite service or a magical venue, find balance elsewhere.

What truly matters is staying aligned with what's most important to you. If you dream of a joyful, welcoming atmosphere, let music and dining set the tone. If timeless memories are what you cherish most, invest in the moments where emotion will live on forever.

And above all, walk hand in hand with your partner: this journey is even more beautiful when you create it together.

Your budget should be a space for open dialogue, never a source of tension. Speak from the heart: what truly matters to each of you? Where are you willing to compromise? This honesty, these shared choices, will not only guide your celebration but also strengthen your bond throughout the journey.

Managing a budget doesn't mean limiting your wedding. It means giving it a solid foundation, so that everything else can unfold freely.

And that, that's true luxury.

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# 5 ON YOUR WEDDING DAY, ALLOW YOURSELF TO SIMPLY LET THINGS FLOW.

The big day has arrived. After months of dreaming, planning, and feeling it all, it's time to release the reins and gift yourself fully to the present moment.

On this day, your role is no longer to coordinate or control. It is to live, to feel, to love, to celebrate. Entrust the final details to someone you trust, a loved one, a witness, or a professional, who can take over while you focus on what truly matters: you, your partner, your emotions, your loved ones.

Little surprises may come along and that's perfectly normal. What truly matters is how you choose to embrace them. Remember: it's not perfection that makes a wedding unforgettable, but presence, authenticity, and the joy you share.

Take a moment to pause as well. Before the ceremony, step away for just a few minutes. Close your eyes. Breathe deeply. Feel everything this moment holds. This simple ritual can be enough to center your emotions and ground your energy in calm rather than in rush.

And above all, carve out a moment just for the two of you. Even five stolen minutes between the day's highlights, a shared glance, a hand held tight, a whispered word. These bubbles of intimacy will bring you back to what truly matters, away from the joyful whirlwind of the day.

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# 5 ON YOUR WEDDING DAY, ALLOW YOURSELF TO SIMPLY LET THINGS FLOW.

Accept that not everything will unfold exactly as planned and that's a gift. What you're living goes far beyond anything that could ever fit into a timeline. There may be an unexpected shower, an improvised speech, a burst of uncontrollable laughter. These unplanned moments often become the most beautiful memories.

*So on that day, let it all flow.*

Delegate, breathe, feel. Open your arms wide to this once-in-a-lifetime day and let it move through you with trust, tenderness, and gratitude.

These gentle guidelines are here to support you with calm and confidence, allowing you to savor every moment without losing sight of what truly matters: your story, your emotions, and the precious bond you are celebrating.

Remember, your wedding is, above all, your own: unique, authentic, and a true reflection of who you are. -- 15 --

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# THE RIGHT FLOW

The timeline is a precious ally, guiding you step by step throughout your preparations. It allows you to approach every detail with calm and clarity, leaving nothing to chance. This thoughtful organization brings a sense of serenity, helping you move forward with confidence and savor each moment to the fullest.

It also supports a balanced management of your budget by spreading expenses over time, giving you both control and the freedom to enjoy the pleasures of planning with ease and peace of mind.

Now that you understand the importance of this precious tool, let's explore together the first key steps to plan. Every moment has its own timing, and I'll be here to guide you so nothing slips away — ensuring your preparation feels just as harmonious as your wedding day itself.



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# PLANNING

## D-12 MONTHS: LAY THE FOUNDATIONS

DEFINE YOUR WISHES AND THE STYLE OF YOUR WEDDING  
CHOOSE THE IDEAL DATE  
SELECT THE CEREMONY AND RECEPTION VENUE  
ESTABLISH A REALISTIC BUDGET THAT REFLECTS YOUR PRIORITIES  
BEGIN GATHERING YOUR IDEAS AND INSPIRATIONS

## D-10 MONTHS: CHOOSE YOUR VENDORS

RESEARCH AND CHOOSE YOUR KEY VENDORS  
VISIT AND BOOK THE VENUES, IF NOT ALREADY DONE  
ENVISION THE STYLE AND ATMOSPHERE OF YOUR DAY (DECOR, THEME, MUSIC)

## D-8 MONTHS: REFINE THE DETAILS

FINALIZE YOUR GUEST LIST  
SEND OUT THE SAVE-THE-DATES  
START REFLECTING ON DECORATIVE ELEMENTS  
CHOOSE THE OUTFITS (DRESSES, SUITS, ACCESSORIES)  
SCHEDULE THE FIRST MEETINGS WITH YOUR VENDORS

## D-6 MONTHS: FINALIZE THE CHOICES

CONFIRM ALL VENDORS AND SIGN THE CONTRACTS  
SCHEDULE DRESS AND SUIT FITTINGS  
DEFINE THE DETAILED TIMELINE OF THE DAY  
START PLANNING ENTERTAINMENT AND SURPRISES  
ORGANIZE TRANSPORTATION AND ACCOMMODATION LOGISTICS

## ON THE DAY: BREATHE, EMBRACE, ENTRUST

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# MISSTEPS TO AVOID

## WHAT NO ONE TELLS YOU ABOUT WEDDING PLANNING

Planning your wedding on your own may feel exciting, but it's also a path filled with hidden challenges, often unseen at first. Here are the main pitfalls to avoid, so you can experience your preparations with more ease, clarity... and joy.

- Taking everything on alone
- Experiencing isolation in decision-making
- Losing yourself in endless inspiration.
- Underestimating the mental load
- Letting emotions drive every decision
- Striving for unrealistic perfection
- Not sharing enough with your partner
- Trying to make everyone happy
- Not realizing how much time it truly takes
- Forgetting to consider your own experience

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# AT-A-GLANCE CHECKLIST



To stay focused, here are the must-haves to tick off your list:

- Budget set
- Venue booked
- Guest list defined
- Vendors chosen & aligned
- Wedding day timeline structured

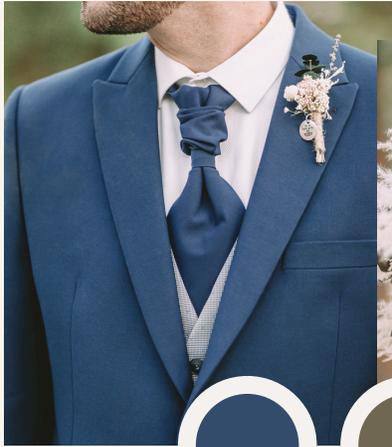
# INSPIRATIONS

## Minimalist Elegance



# INSPIRATIONS

## Secluded garden



Signature Couture

INSPIRATIONS



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# HERE'S WHAT I OFFER

Ready to take this beautiful journey even further?

Here's how I can accompany you with gentleness, precision, and elegance:

## A bespoke celebration weekend in the South of France Complete Wedding Weekend Planning



To experience a truly unique journey, carried by the golden light of Provence, the charm of the Southern landscapes, and the French art of hosting. A full immersion over several days, where every moment, from the welcome dinner to the next day's brunch, is envisioned as a refined continuation of your celebration.

## Seamless orchestration of your wedding day Full Service Wedding Planning

From the very first spark of inspiration to the last delicate detail, I offer full, tailor-made support for a wedding day that feels seamless and truly your own.



## Coordination of your wedding day Day-of Coordination

A discreet and reassuring presence to ensure everything flows seamlessly, allowing you to embrace every moment to the fullest.



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# AND NOW...

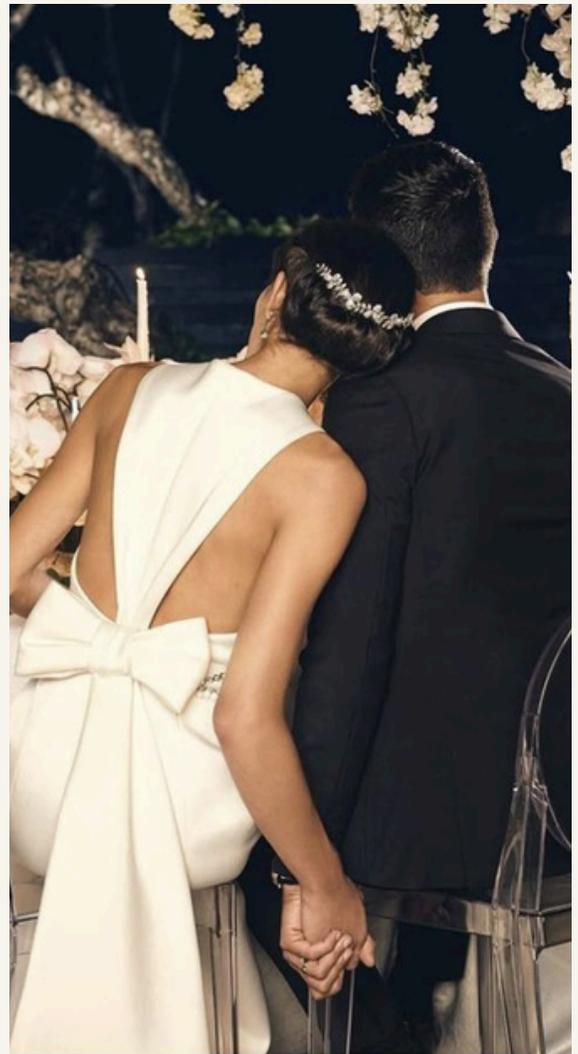
This guide has offered you the first keys to move forward with clarity, confidence, and serenity.

Every wedding is unique, and yours deserves to be crafted with intention, emotion, and beauty.

If you feel the need for more personalized support, I would be delighted to discuss it with you. I pour my heart and expertise into creating a celebration that reflects you, set against the most beautiful backdrops of the South of France.

My wish: that your wedding truly feels like you, in both essence and style, and that it becomes a reflection of who you are.

With love,  
Coleffe



GREAT  
THINGS  
BEGIN  
WITH  
A  
DREAM.



Coco Chanel



Coco

WEDDING & EVENT PLANNER