

MORE THAN DECOR

*personalizing your wedding
experience*



INTRODUCING

this guide

Planning your decor can be overwhelming! Making it personal can be even more stressful! But it doesn't have to be.



It's more than decor - it's an EXPERIENCE

Event design is all about personalizing your wedding and making it beautiful. We go beyond arranging pretty flowers and consider every visual component of your wedding. We will help you define your vision and then bring your personal style to life with our creative direction.

Wrapping our hands around every visual detail of your wedding ensures your story is told cohesively from start to finish. Together, we will think through the stationery font, the texture of your linen, the finish on your chair, the ribbon tied around your guest favors, the pillows on your soft seating, the types of flowers that will best communicate your style and every other detail that will make your wedding one of a kind.

YOUR STORY

step one

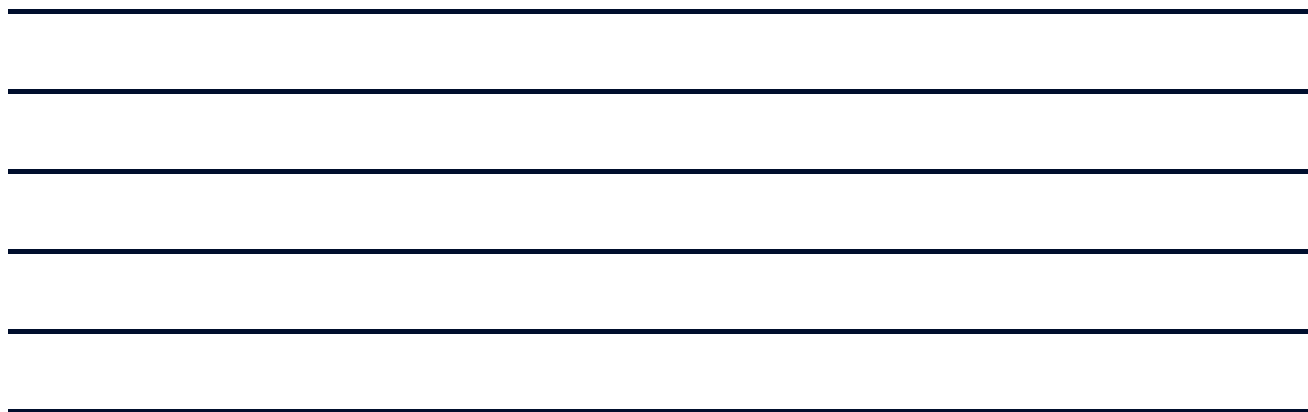
You don't want your wedding to look like everyone else's wedding. Tell me some things that make you and your fiance unique.

How did you meet? What's your engagement story?



***Pro Tip:** Guests might not actually know these things about you. Consider ways to share these stories with them.

What do you enjoy doing together?



VISUALIZE

step two

Picture your wedding through your guests' eyes - from the second they get out of the car, walking up to the ceremony, then into the reception area and to their seat at a table.

What do you want your guests to FEEL?

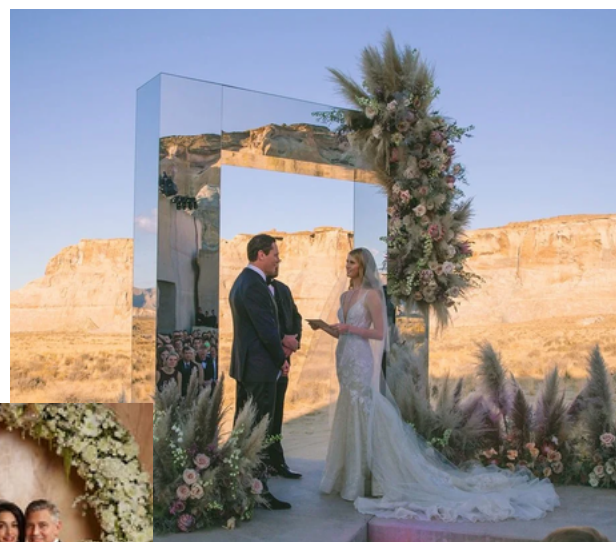
***Pro Tip:** We have wedding celebrations so we can INCLUDE our friends and family. The best way to do this is to VISUALIZE your wedding from their perspective.

What areas/elements do you want to REALLY stand out?

STYLE GUIDE

step three

Do you and your fiancé prefer a modern style? Shabby chic? Sophisticated yet approachable? Use this page to help you clarify your style. It's totally OK if you can't answer this question! Which celebrity wedding style do you love the most?





COLOR STORY

step four

What are your favorite colors? Guys - what colors are your favorite sports teams? Use the spaces below to brainstorm color combinations. You should choose 3-5. You'll have a more dominant color and 'supporting' colors

Option 1:

Option 2:

Option 3:

DESIGN BOARD

step five

With all of the inspiration from above, we can make a design board to really visualize your wedding! Below is a wedding experience that we created.

1.



2.



3.



4.



5.



6.



1. Stationery 2. Sweetheart table 3. Bridal Bouquet
4. Cake table 5. Hanging Installation 6. Shoes

DRESSING YOUR PARTY

step six

Bridal party attire is a part of the overall event design. Things to consider:

- Is the bride wearing a ball gown? A black tux may be best for the groom. A gray suit could be suited with a less formal style bridal gown.
- Floor-length bridesmaids dresses are more formal than tea-length dresses.
- Pay attention to fabrics - if the bride is wearing a gown that is light and breezy, you don't want bridesmaids in something heavy.



TABLE DECOR

step seven

Gone are the days of 30 identical centerpieces and plain white linens! Here are some things to consider:

LINENS

- Textured
- Simple design on fabric
- Colored
- Layered

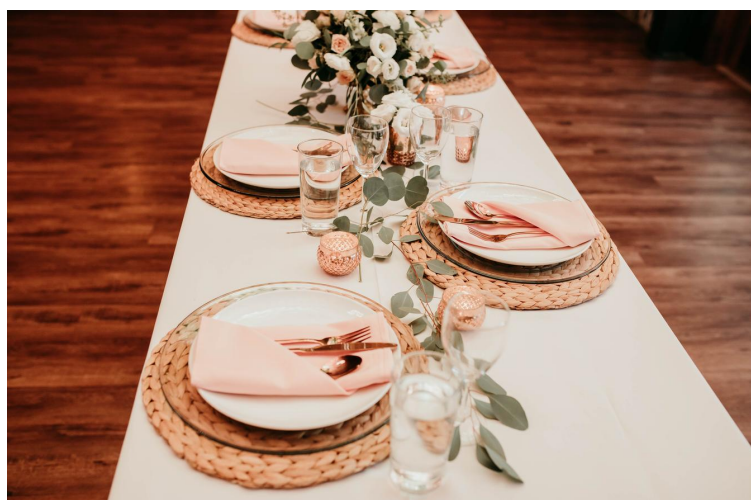


PLACE SETTINGS

- Chargers
- Mismatched plates
- Napkin placement/fold
- Style of silverware

CENTERPIECES

- Varying heights
- Mixed metals
- 2-3 different designs
- Alternate floral and non-floral



AREAS OF IMPACT

step eight

These are areas or elements of your wedding that are most important to you, that you really want to stand out to guests. A common one is the ceremony backdrop because it is highly photographed and it holds so much significance. Other ideas could be a 'natural' photo booth by incorporating soft seating or an elaborate floral piece in an entry way to welcome guests.



CHINELL'S BY ARIEL

How we can help

Chinell's Floral and Event Design is a one-stop-shop for planning your event. In working with us you'll have a core team to share all your ideas, hopes and visions with and they can do all the rest! This takes away a TON of stress during planning so you can ENJOY being engaged and preparing to be married!



Hi, I'm Ariel!



We work with other local vendors to create the event YOU want, but taking a ton of the leg-work, time and stress away off your plate. You'll meet with our design team who will then pass on the vision and ideas to our vendors that are relevant to your needs (stationary, linens, rentals, etc.). We have a unique planning process that allows us and YOU the ability to plan over time, to keep it fun and exciting and NOT stressful.

TIME TO DESIGN!

Add us to your team!

We hope this guide was helpful for you as you are thinking about your own wedding! The design aspects of your wedding should be FUN!

We know it's a LOT to think about. And we didn't even talk about expectations of parents, traditions and who's paying for what!

Schedule a consultation with us to find out why and how we will be an essential part to YOUR wedding team!

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