

the knot Ones to Watch

INSIDE OUR LIST OF 2024'S MOST NOTABLE
EMERGING WEDDING PROS

By Hannah Nowack

Finding the perfect team to bring your wedding vision to life is no small task. According to our internal research, couples book an average of 14 different vendors to make their celebration happen. But how do you find the right pros to help you plan a wedding that's uniquely your own?

That's where we come in. Among the many talented pros across the country, we've scouted a cohort of 27 especially outstanding businesses we know will inspire your wedding planning.

One of the most fulfilling parts of researching this year's honorees was seeing how many of them founded their businesses during the peak of the pandemic. The innovation and beauty they were able to foster is nothing short of astounding.

*Without further ado,
here are our 2024 Ones
to Watch honorees.*



The Making of Ones to Watch

Given that there are thousands of wedding professionals across the US, you might wonder how we landed on these 27 standout businesses. These parameters guided us in our search for rising talent across all categories. Notably, we sought values-driven pros who are pushing the industry forward through their commitment to advocacy, innovation and connection. Our honorees are the future of weddings.

Requirements for consideration:

- ★ Fewer than eight years in business in the wedding industry.
- ★ Have a cutting-edge, authentic and creative approach to their field.
- ★ Further vetted through reviews from industry peers and colleagues.
- ★ Vetted by a nine-person committee made up of six folks from The Knot and three esteemed industry experts.
- ★ Well-respected and aligned with the editorial policy (and core values) of The Knot.

The Advocate continued



Modern Love Productions

Michele Harvey and Osiris Rojas

@ModernLoveProductions

Based in: Florida

Expertise: Videography

Founded: August 2017

Fun Fact: A David Bowie song inspired their business name.

Michele and Osiris are committed to bringing a “fresh approach to a space that’s often overtly traditional,” they say. “As biracial wife-and-wife videographers, our goal is for all couples to feel seen, represented and celebrated in our work.” Giving back is also at the core of their business. “We have a donation matching system. If our couples donate to one of our selected charities—helping youth and homeless women and children—we match it,” they say.

WHAT PEOPLE ARE SAYING: “Part of their magic is being a married couple: wives who work together. It’s wonderful for all couples, but extra-special for queer couples. They understand the nuances of queer weddings and relationships.” – @JoveMeyer

“They embrace diversity and inclusivity on all fronts. It’s a breath of fresh air working with them.” – @KyleeYee



deMelis Atelier

Melissa Lynn Oddo

@deMelisAtelier

Based in: Connecticut

Expertise: Wedding Dress Alterations

Founded: August 2018

Motivated by: “Bringing the industry into the 21st century with modern flair.”

In addition to growing her own alterations business, Melissa is committed to supporting the wedding dress industry as a whole through Stitched Collective. “It’s a community focused on connection, education and awareness for the sewing trades,” she says. “We really try to make our craft visible to both clients and retailers alike and show people that wedding dress alterations shouldn’t be in the shadows,” she says. “It’s hard work, but tailoring has been slowly dying. If I see that needle move in the other direction, I would be so proud of that legacy.”

WHAT PEOPLE ARE SAYING: “She leads with the highest level of integrity, professionalism, education and positivity.” – @AJubileeEvent

“Melissa is a core leader in wedding alterations and tailoring. She is building community for those within the trade.” – Esther Lee, Deputy Editor, *The Knot*



Together Events

Justine Broughal and Maryam Shariat Mudrick

@Together.Events

Based in: New York

Expertise: Planning

Founded: December 2016

Motivated by: “The hope that the world we build will outshine the one that we leave behind.”

Justine and Maryam are focused on creating inclusive and socially conscious celebrations that disrupt heteronormative wedding traditions. “By creatively rethinking the status quo and sourcing vendors thoughtfully, we carve our path in a more equitable

way,” they say. “We celebrate partnership, not patriarchy, and ensure our clients and collaborators are actively invited to engage their full selves in the planning process.”

WHAT PEOPLE ARE SAYING:

“Everyone deserves to feel seen, welcome and uplifted, and their team makes this a top priority.” – @KarenObrist

“They are voices of passion and inclusion in the wedding industry. They are hardworking, open, kind, talented and driven to create a healthier industry and world.” – @SarahBodeClark

CLOCKWISE FROM TOP LEFT: PHILLIP VAN NOSTRAND; COPPOLA PHOTOGRAPHY; KELLY PRIZEL PHOTOGRAPHY; ANNIE KLEBANOFF, COURTESY OF VOGUE.