

HAPPILY EVERO *Astor*

PHOTOGRAPHED BY SHOTLIFE STUDIO



This past April, WedLuxe and our in-house design studio, WedLuxe Agency, proudly served as the creative director, producer, and graphic design partner for *House of Celebration: Happily Ever Astor*—a private, exclusive afternoon of inspiration, indulgent experiences, and timeless tradition at **The St. Regis Toronto**. The event marked the grand unveiling of the hotel's completely transformed event spaces to a curated group of luxury event planners across Toronto and the GTA.

MODERN TRIBUTE

The celebration was conceived and designed to be a modern tribute to Caroline Astor—the grande dame of social parties in the Gilded Age and muse to her son, John Jacob Astor IV, founder of the ST. REGIS brand. From 1904 through to today, Caroline Astor and her extraordinary love of celebrations continue to inspire the exceptional traditions that the St. Regis brand is known for. Inspired by this incredible legacy, WedLuxe creative director and founder, Angela Desveaux, designed the event with subtle nods to Caroline Astor woven throughout as a modern tribute to the Gilded Age.



BUTTERFLY PHOTO OP

An oversized metallic butterfly sculpture was crafted and installed by ENGINEERED ARTS (designed by WEDLUXE), adding a whimsical photo moment, blending beauty with symbolism.

"The butterfly also had significance thematically," shares Angela Desveaux. "In 1904, when the original ST. REGIS HOTEL in New York City was opened by John Jacob Astor IV to great acclaim, the 1904 World's Fair was driving trends worldwide. The event introduced exotic butterfly displays to the world stage. During the Art Nouveau era, the butterfly became a powerful emblem of transformation, rebirth, and the organic beauty of nature—an aesthetic echoed in the design and storytelling of this new era for THE ST. REGIS TORONTO."



THE GILDED KEY REGISTRY

Upon arrival, guests were invited to unlock the experience—literally. The specialized event staff from GET SERVED GTA greeted each guest with white-glove service and presented them with a personalized "gilded key" in the shape of a rose—a playful nod to their exclusive access to the event and a special unlockable offer from the ST. REGIS TORONTO team. "The moment paid homage to Caroline Astor's famed 'Four Hundred'—the definitive list of New York society's elite during the late 1800s," shares Angela Desveaux, creative director and founder of WedLuxe. "Curated by Mrs. Astor and social arbiter Ward McAllister, the Four Hundred represented those deemed worthy of entry into her inner circle, said to be the exact number that could fit in her Fifth Avenue ballroom. At this event, the reference was reimagined with a modern twist: our guest list was a curated circle of Toronto's most influential planners and designers. The gilded rose key they received wasn't just a symbolic gesture—it was an invitation into a space where creativity, legacy, and luxury intersected."

The custom wall from LUXURY EVENT DECOR, was framed by two sleek cane bars from ELEMENT EVENT SOLUTIONS. Custom-designed panels and keys were designed by WEDLUXE with panels printed and installed by DESIGNER DANCE FLOORS. Event staffing was provided by GET SERVED GTA.





BALLROOMS REIMAGINED

Guests were ushered into the Astor Ballroom on the 9th floor for an exclusive first look at the newly reimagined, all-white and cream event spaces at THE ST. REGIS TORONTO. Redesigned by award-winning firm MASON STUDIO, the Ballrooms are a striking blend of timeless elegance and modern minimalism.

PARASOL PROMENADE

A nod to the Belle Époque era, the ceremony vignette — titled “The Parasol Promenade” — was brought to life by floral and event design partner, WILD THEORY FLORAL AND EVENT DESIGN. “The parasol promenade concept was inspired by Caroline Astor’s legendary Newport garden parties,” explains Angela Desveaux. “The theme channeled the elegance of grand promenades where parasols symbolized fashion, social status, and the art of being seen.” With beautiful furniture rentals (including gorgeous bouclé sofas and chairs) from ELEMENT EVENT SOLUTIONS and a white vinyl ceremony aisle installed by DESIGNER DANCE FLOORS, this immersive space honored history while celebrating modern-day style.



STYLISH WELCOME

Models welcomed guests at the ballroom entrance and mingled throughout the event. Formalwear was provided by KING & BAY BESPOKE SOLUTIONS while gowns were provided by ESTRELLE BRIDAL and rings on loan from GLOR JEWELLERY. Hair and makeup styling was by KROMA SALON.



THE SABRAGE CEREMONY

The unveiling continued one of The St. Regis’s most iconic traditions — the Sabrage Ceremony. Originally introduced by founder John Jacob Astor IV, this Napoleonic ritual of opening champagne with a saber has become a symbol of celebration across all St. Regis properties worldwide. As champagne was poured and passed out, guests raised their glasses in an official toast to the newly unveiled ballrooms while enjoying a captivating, electric operatic performance by ST ROYAL — featuring a live opera vocalist, electric cellist, and DJ.





DESSERT CARTS
Dessert carts and cake stands were provided by SOHO SWEET CARTS with branding and bar vinyl graphics designed by WEDLUXE CREATIVE AGENCY with vinyl applied by DESIGNER DANCE FLOORS.



FLORIOGRAPHY: A FLORAL LOCKET EXPERIENCE

One of the most talked-about highlights was the “Floriography Bar”—an interactive, bespoke experience dreamed up by WedLuxe founder and creative director, Angela Desveaux. Inspired by the sentimental tradition of pressed flowers (popular during Caroline Astor’s lifetime), guests crafted personalized lockets using pressed flowers, sealed within archival-safe gold and glass casings, tied with velvet ribbon.

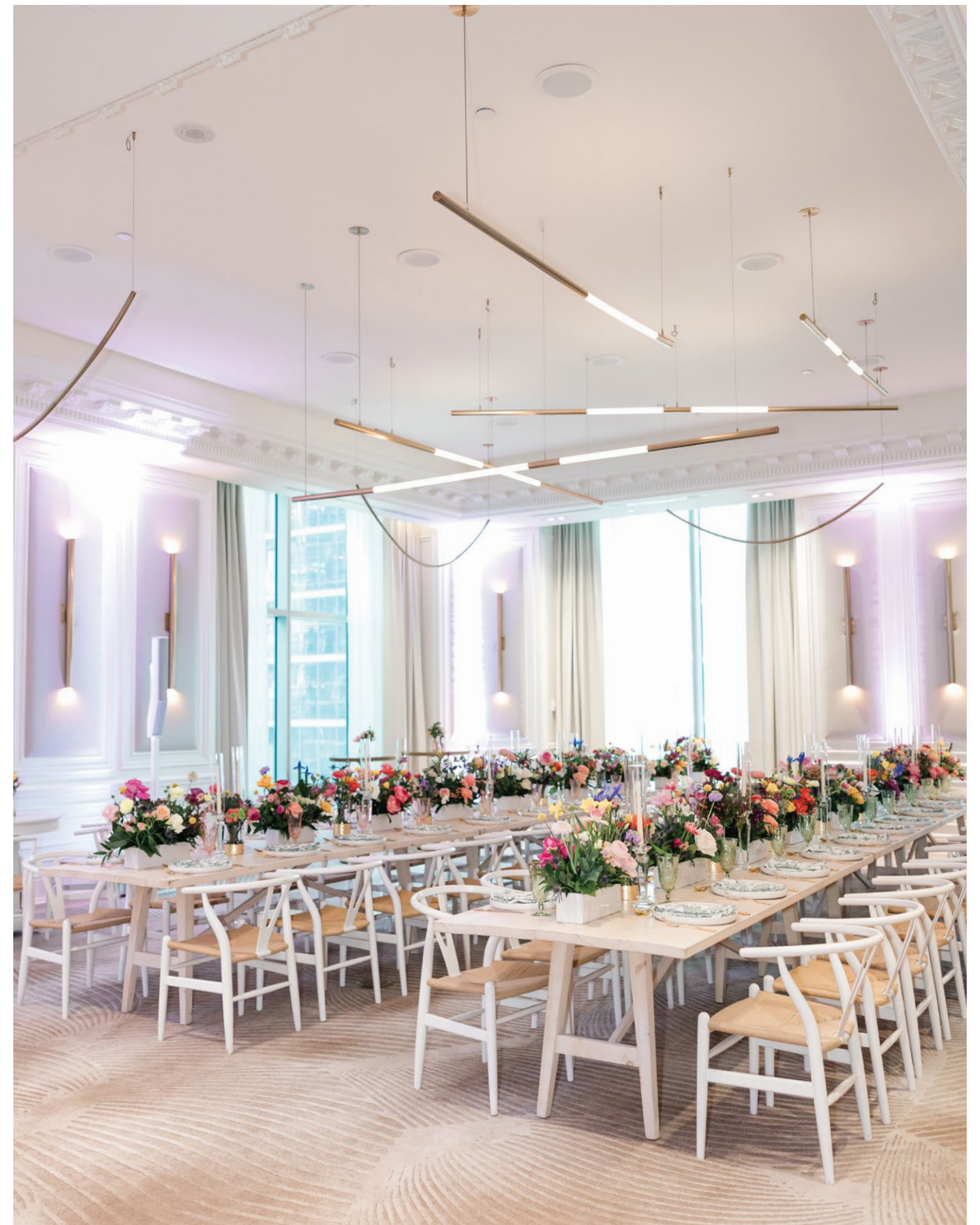
The experience was elevated by a custom bar from LUXURY EVENT DECOR. The vinyl decals and canopy, designed by WEDLUXE, were printed by DESIGNER DANCE FLOORS. Nearby, guests were also invited to indulge in eucalyptus takeaways from WILD THEORY FLORAL AND EVENT DESIGN and luxe hand treatments courtesy of THE ST. REGIS TORONTO SPA and BABOR skincare.

CAROLINE’S FANCY SWEETS

A mini dessert lounge playfully dubbed “Caroline’s Fancy Sweets Parlour,” in honour of Caroline Astor, showcased the artistry of THE ST. REGIS TORONTO pastry team. Guests sipped custom tea blends from SLOANE TEA while sampling bite-sized indulgences and admiring several of the hotel’s stunning wedding cake creations on display. A beautifully boxed mini cake, crafted as a luxe takeaway, was gifted to each guest, ensuring the celebration continued long after the final toast.



Bloom selections included all of Caroline’s personal favourites including violets—one of her signature flowers.



"CAROLINE'S CASCADE GARDEN" GRAND BRUNCH

The afternoon unfolded in the brand new Astor Ballroom, transformed by WILD THEORY FLORAL AND EVENT DESIGN into "Caroline's Cascade Garden Tea Party." A nod to Caroline Astor's legendary outdoor soirées and the botanical splendor of the 1904 World's Fair, the ballroom bloomed with cascading florals, photo moments, and lush garden-inspired tablescapes.



“In Caroline Astor’s day, Newport garden parties were a spectacle of refinement and whimsy. Daniela and her team at Wild Theory Floral brought that spirit to life beautifully, especially with their playful watering can floral installation”

-Angela Desveaux, WedLuxe



CULINARY JOURNEY

Guests sipped cocktails from CIVIL POURS and PERRIER-JOUËT while enjoying an elevated culinary journey curated by THE ST. REGIS TORONTO.

The menu – a modern homage to the 1904 World’s Fair Emporium – offered globally inspired interactive stations, including poke bowls, sliders, poutine, carved striploin, charcuterie, and an Asian Market-style tasting bar. ELEMENT EVENT SOLUTIONS provided elegant furnishings, with patterned napkins and cushions from NUAGE DESIGNS INC.

WedLuxe Agency is the design division of WedLuxe, offering a suite of meticulously crafted products and services tailored to ensure every detail is flawless. From branding, invitations, and event stationery to custom gifting, digital solutions, and motion graphics, we support the world’s most elite event planners and consumers with the precision and excellence their events demand. Whether developing elevated digital renders or providing end-to-end graphic support – including stationery, printed goods, and bespoke gifting – WedLuxe delivers unmatched expertise. We are a trusted design partner for the global luxury event industry and welcome commissions from couples and event planners alike.

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