

BRIDAL GUIDE

MARCH/APRIL 2025

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Planners We Love

MICHELLE DURPETTI,
founder, Michelle Durpetti Events, Chicago, IL

Coming from a close-knit family steeped in beloved traditions of hospitality has made **Michelle Durpetti** a natural for the non-stop whirl of the wedding planning business. Wearing multiple hats has also sharpened Michelle's skill set. "I am so lucky because I am a third-generation entrepreneur," says Michelle. "I had so many opportunities to learn from my father and grandfather throughout my life." Founded originally in 2007 as McGowan, Durpetti + Associates, upon the departure of Michelle's business partner, the Chicago-based company was rebranded as **Michelle Durpetti Events** in 2009. "I think more than anything, I carry with me this mindset my dad had that comes from the Italian conjugation for 'Let's go' which is 'Andiamo,' meaning 'Let's move forward, let's stay focused. Let's keep going. On to the next.'"



The two of us.

PHOTOGRAPHY: CLOCKWISE FROM TOP LEFT HEADSHOT CR TK; CHRISTINA G; STUDIO THIS; EMILY PRADA

OUR REP

- "We're known and loved for creating meticulously planned, luxurious weddings that are a true reflection of each couple's unique love story. A blend of creativity, precision, and heartfelt service is what makes Michelle Durpetti Events stand out in the world of luxury weddings."

OUR SIGNATURE STYLE

- "Sophisticated, with a mindful dedication to quality, craftsmanship and being timeless. We don't really work with clients who love trends; rather, our clients always look to create a lasting feeling of joy and love in the hearts of all who attend."

WHY I LOVE WEDDINGS

- "I love being part of people's stories and their lives, and that not only includes weddings, but also all moments—even memorials and celebrations of life. Knowing we can pull from the comfort of ritual and provide guidance and support or joy—I find this profession to truly be my calling."

INSPIRATION

- "I am so deeply rooted in my Tuscan Italian heritage. As a planner who specializes in planning and producing weddings and celebrations in Italy, I am always drawing inspiration from Italian culture, history and hospitality, and the rich traditions that I grew up with. The more places I go and the more people I meet, the more I learn how to leave the world better than I found it by helping people celebrate the moments in life that are so important to them."
- "I find inspiration in my clients too, and the personal stories that they share with me."



Field of dreams.



A bevy of blooms.



Autumnal vibes.



A stylish set-up.



A moment alone.



A sun-dappled situation.



Both rustic and romantic.

MY MANTRA

- “I like ‘Prior preparation prevents poor performance’ and I also really love ‘The harder I work, the luckier I get.’ My grandfather Gene loved that one.”

GLOBAL EVENTS

- “We try to produce 6 to 8 weddings a year, but this year I produced 12 celebrations (weddings and events) throughout three countries. For 2025 we have two very special weddings on the books, including a villa right outside of Florence that I am so looking forward to.”

LIFE LESSONS

- “2024 was my year to push myself creatively. I sent in submissions to speak at a few conferences that I love, and I worked with clients who were looking to create really interesting and intricate events and weddings.”
- “This year I also learned that a great team is truly the best recipe for success.

When I’m surrounded by like-minded, hardworking people like me who want to knock a wedding or celebration out of the park, that means everything.”

LEARNING THROUGH LOSS

- “When I lost my dad very recently, I was able to lean on and trust fellow industry colleagues who have become friends, who worked on my own wedding and at our family restaurant. So there was this comforting feeling knowing they knew us, and that together we would create a really beautiful celebration of life for my dad.”

LEGACY OF LOVE

- “I am the managing partner of my family’s multigenerational restaurant that was started by my grandfather in 1941, and then operated by my father from 1989 until a few years ago, when my husband and I began to manage it. It is our intention to continue to evolve that brand while we both grow our businesses (my husband is a photographer).”
- “I want to continue to create events that celebrate important moments for people and really just honor all that my dad and family have given me over the years.” ■



Colorific.

PHOTOGRAPHY: (CLOCKWISE FROM TOP LEFT) STUDIO THIS, EMILY PRADA, COLLIN PETERSON (3), CHRIS INAG