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## CREATE AN *Intimate* WEDDING

"We get to know our brides and grooms very well," says **Liron David**, founder and president of **Eventique**, "so we can provide very individualized services."

That starts with the benefits of new planning technology which allows them to easily track and manage activities. "We have a huge contact management system with all our venues, vendors, and clients, so it's easy to do a specific search and make a quick analysis for you."

If you're interested in a wedding for 150 guests, within a certain budget in a loft or garden location, for example, they can do a quick search of all venues matching your criteria. "But building a strong relationship with our brides and grooms is our first priority," says Liron.

One of their recent weddings was for a bride and groom who were both high-end executives at financial firms. They wanted to work with someone who would know their tastes and help them make selections. Since the bride didn't have much time, Eventique did all the legwork and presented everything back to her in a meeting once a month.

Another couple they're now working with is a young Jewish bride and groom. "We have wedding planners with extensive and diverse expertise," says Liron, "so one of our planners, who focuses primarily on Jewish weddings and cultural ceremonies, is working with them. She spends a lot of time with the bride visiting vendors to pick out her dress, accessories, invitations, and other items."

Initially, most couples don't know what they want for their wedding, "so we can develop the entire concept for them. Our most recent couple, for example, didn't want a traditional wedding. All they said was that they wanted a fun celebration for their friends and family."

With that in mind, Eventique came up with the idea of a communal dinner table, as opposed to individual tables. "We would do two long banquet-style tables for all 80 guests," says Liron. "Instead of place cards, everybody sat where they wanted to, and the bride and groom were in the middle."

They did large communal platters, but made the table very elegant, with striking gold and red place settings and gold handmade Italian table runners. The plateware itself was very trendy, with gold, black, and red colors; the serveware was all black, and all napkins and cushions were red."

Burgundy, burnt gold, white roses, and vines scaled candelabras, and over 100 floating glass votives filled the walkways to create a romantic, ethereal glow. From the ribbons on the guest chairs to the accent plates, red and gold touches accented the room.



Then the couple was asked if they wanted a traditional beef, chicken, or fish choice of entrees, and they said absolutely not. "To get some ideas, we asked about their favorite foods and restaurants," says Liron. "The bride, who is one-quarter Spanish, told us how much they enjoyed the experience at this little Spanish restaurant which they often went to.

"So we began creating a Spanish menu to celebrate historic Spain, and included paella and croquettes. From there our team built an elegant wedding with a Spanish theme, inspiring the evening's music, food, décor, and entertainment. We even had an authentic Spanish guitarist for the ceremony."

Later on, Eventique transformed the venue, giving it a downtown lounge atmosphere for the cake-cutting. They brought in a DJ, and the wedding guests danced the night away.

"What's most exciting after each wedding is the fact that we've been able to surpass their expectations and dreams."

**Eventique Wedding Coordination Services**

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