



Out Of The Ordinary

THE BRIDAL SURVIVAL NEWSLETTER

SPRING, 2010 (March, April, May)

THOUGHTS FROM ANGELA

Admittedly, I have the most AMAZING job in the world! I spend my days helping couples plan unique and creative weddings.

I jumped head first into the wedding industry in 1992. I have been privileged to work on many beautiful weddings and events over the span of my career.

Over the years, I have created a place where creativity and ideas thrive. My staff and I pride ourselves on designing weddings that eliminate the walls of tradition and focus instead on the unique

personalities of our clients.

I have started this newsletter, my blog and my interactive web site to inspire you to envision not only a beautiful and unique wedding, but also one that is creative and innovative and reflects your personality.

YOUR OPINION WANTED!!!

Since I have been planning weddings, a big controversy has been whether or not to include children in your wedding either as a part of the bridal party or as a guest.

Some couples feel that children make the day fun and more special while some feel that weddings are not a place for children unless they are teenagers.

Sometimes couples don't agree. One wants their young relatives to attend, while the other is dead set against having children attend.



I would love to hear your opinion on this topic. Please e-mail me at angela@outoftheordinary.com and let me know your thoughts!

REMEMBERING YOUR GOWN

One of my brides called me right before Christmas to tell me that her gown was in the store. She was so excited to see it---we went the next day. When she saw the gown she became very upset and said it was not her dress.

After the sales person searched records etc., it was determined that it was her dress---She just didn't remember it.

The sample that she had originally tried on had a white sash, she ordered the dress with a colored sash and so it looked different to her.

I was not working with this particular bride when she ordered her dress and therefore, had no records.

One thing I always do when I go with a bride to order a dress is to take a picture of the dress. As long as you are purchasing the dress, stores usually do

not care if you take a picture.

In this case, the bride ordered her dress in August, but her dress did not arrive until December and it's easy to remember things differently then they are.

My advice is to ALWAYS TAKE A PICTURE of your dress the day you order it and look at it frequently!!



CAKE SERVICE

Every wedding, I see so much cake wasted!! Some people just do not like cake! (Wish I was one of them...ha ha)!

I always suggest to my clients to order cake for fewer people (example: for 200 guests, the cake should serve 130 people) and then order pastries and/or cookies. Guests like to have choices and it always looks great on the table along with an elaborate coffee/tea station, whipped cream, cinnamon sticks, chocolate shavings, etc.

Serving the cake as a dessert at each place setting just does not work! It takes 45 minutes to an hour for the cake to be cut, plated and served. By that time your guests are up dancing, visiting or getting a drink at the bar. Sometimes they never return to their table and never see the cake. It always works much better when the cake is displayed on a station.



VENDOR NEWS

Edgerton Floral Co. merges with Kittelberger Florist.

The month of March has brought some very exciting news to Rochester's local floral industry, as two prominent local florist's announced they would be merging. Edgerton Floral Co. a popular wedding and events florist for the past 26 years made the announcement earlier this month that they would be merging with Kittelberger Florist of Webster.

I asked Jimmy what this meant to him and to his clientele. "It basically means that NOTHING changes with the exception of my location. It means me moving out to the Kittelberger store with my clients. Even the phone number is coming with me. This move will also allow me the time and energy to do what I love best about the floral industry, the design work, and the client contact as it will free me from the office duties I really don't enjoy, and frankly – I am not so good at it.

Kittelberger Florist and Gifts was established in 1928 and has a long and involved history in the town of Webster. The store underwent a major renovation in 2001 to its now expanded 22,000 square feet. "It is the shop I have always dreamed of," says Jimmy. "You can find anything there, as they have their own greenhouse, home accessories department, hand dipped candies, gourmet food section, a wide selection of children's items including Zachary Bear and Ty, even Vera Bradley" – and of course a huge selection of beautiful fresh flowers and arrangements.

Edgerton Floral Co. will close the Park Avenue location in mid-March and after a liquidation sale, Jimmy hopes to be in place at Kittelbergers by April 1st.



If your business has some new and exciting news to share, please contact me no later than April 15th and. Your news will be on my website and featured in the summer newsletter.



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Q & A

Q Who should receive a corsage or buttoner? - Mary, Rochester, NY

A Usually the moms, dads, grandparents and Godparents. However, some couples have a special relative or friend that they wish to honor. I always advise against giving musicians, photographers and other vendor's flowers. However, if the vendors are family friends, it is okay.-----

Q My son is going to give me away, should he coordinate his tuxedo with mine or the groomsmen? - Amy, Ithaca, NY

A It's not necessary that he match anyone, at all. A classic black tux with a white shirt and black tie will make him look great and stand out from the groomsmen since his roll is more special. Also have the florist make him a special boutonniere.-----

Q I am getting married May 2011 and I am stuck on black dresses for my bridesmaids and have them carry yellow tulips. My fiancé thinks they will look like bumble bees. I love black and yellow together...what are your thoughts? Any other ideas? - Samantha, Pittsford, NY

A If it weren't your fiancé who made the comment I would tell you that it is your wedding and you should have the colors that you like. However, since it is your fiancé, you need to make him happy as well. ☺ I think yellow tulips would be fine as long as you get a very light yellow and not a sunshine yellow. Another idea would be to add other colors to the yellow – pinks, oranges, lime green, but keep the yellow the predominate color. Good Luck!

If you would like to have your question featured in the summer issue, please submit your question to angela@outoftheordinary.com no later than April 15th!