

{ TRENDS }

By Madeline Johnson, photos by Studio306

After all this time, you finally get to legally wed your partner in the state of Minnesota. Do it up in style! Haven't been following the latest in wedding trends? Have no fear, Rachele Mazumdar, director of weddings + events at Style-Architects, has been planning weddings and special events for over eight years. Here, she shares with us the top trends she is seeing with weddings to inspire you on how to achieve that glam wedding that will leave all wedding guests saying, "I do!"

ACHIEVING
YOUR GLAM
WEDDING

This beautifully branded, custom aisle runner tied in the wedding's linens and cake as well as the couple's favorite poem by e.e. cummings.

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STEP UP YOUR {FOOD AND WINE} GAME

One of the most effective ways to create that glam wedding is by amping up the food and drink and creating more of an experience for your guests with some unique twists. Mazumdar is finding that more and more couples are straying away from the traditional flow of service where guests are seated and immediately served salad, chicken, and then cake. If you are a foodie, Mazumdar recommends changing it up with a variety of food stations, a raw bar, or even coursing your meals with different food and wine pairings. “Couples can also put that personal spin on their wedding by hand-selecting their wines and agreeing to pay the corkage fee,” said Mazumdar. What about dessert? Instead of a cake, couples can create their own mini dessert bar {which make for not only satisfied guests but also beautiful photos, as well}!

{DON'T} GO WITH THE FLOW

Although there are always traditional elements to every wedding, Mazumdar recommends leaving the “something old” to a different aspect of the wedding and keeping the flow of events fresh and modern. Many of Mazumdar’s clients are adapting the East Coast-style of service. With this unique style of service, guests are often invited straight to the dance floor upon entering the room and sometimes dancing is incorporated in-between the different meal courses. “In addition to keeping the guests engaged and entertained, it also helps with the overall energy of the event,” says Mazumdar. Alongside this different way to actively engage your guests, Mazumdar is also finding that many couples are swapping the order of events, such as a pre-ceremony social hour. “This works especially well for Friday weddings, when guests are rushing from work. Having a cocktail right away allows guests to unwind and get in the festive spirit after a long week at the office,” says Mazumdar.

PUT A BRAND ON IT

Another way couples can achieve a glam wedding is through incorporating elements that are custom expressions of them. Mazumdar is finding that unique and personally branded weddings are replacing themes. “Branding is so much more than creating a monogram and slapping it all over your wedding,” says Mazumdar.

Mazumdar likes to sit down and learn about the couples’ stories



Pin spots on florals and custom uplighting on the walls by Level 11 drew attention to the centerpieces and enhanced the space.

before diving into the planning process. That way, bits and pieces that stand for the couple can be incorporated into the wedding-day elements. “It is important to keep the branding of the wedding cohesive,” says Mazumdar. “Everything from the linens and paper materials to the cake should be stylistically consistent.”

LOUNGE AROUND

Guest comfort plays a huge role in achieving that top-notch wedding. Mazumdar is finding lounge groupings as one of the hottest trends in weddings. Additional seating is great for those non-dancing guests and creates more inviting areas for guests to mingle. “Whether it is full groupings of pieces or simply s-shaped benches, lounge groupings create a swanky, night club feel for your guests as well as generate movement in the room,” says Mazumdar.



This hydrangea runner (designed by Martha's Gardens) surrounded by candlelight served as a stunning focal point in the room.



Calhoun Beach Club couple went graphic with a black, white and chartreuse cake by Gateaux Inc.

MODERN GEOMETRIC STYLE

For lovers of color and pizzazz, Mazumdar recommends incorporating some graphic patterns to achieve that “wow” factor to the design of your wedding. “This trend evolves from the geometric patterns appearing on the runways,” says Mazumdar. “However, I’m seeing a huge demand for modern, sleek designs in décor, cake design, and even wedding fashion. It’s a great way to infuse some style without the traditional ruffles, sequins, and bows.”

CREATE A FOCAL POINT

Of course, every couple wants a glam wedding with top-notch design finishes throughout. However, the burdened budget doesn’t always agree. Mazumdar encourages her couples to create different focal points throughout the room in order to “wow” guests without having to break the bank completely. “A cluster of chandeliers, a beautiful cake table, or a floral-heavy head table all act as great focal points that are sure to strike up conversation among your guests,” says Mazumdar.

FIFTY SHADES OF BLUE

Thanks to blue for being voted Pantone Color of the Year, it has now become a perfect palette for wedding and event décor. “I’ve done everything from turquoise blue paired with poppy red for a Fourth of

July affair to deep, rich jewel-toned blues paired with orange florals,” says Mazumdar, who is finding these multi-seasonal cool blues extremely red hot in weddings this year.

LASER CUT

A new trend showing up at weddings this year is laser cut designs. “Laser cutting is a technique for creating intricately cut patterns,” says Mazumdar. She is seeing this unique trend incorporated in everything from paper products and linens to wedding gowns and cakes.

LIGHTS, CAMERAS, DANCING!

Additional lighting is Mazumdar’s most-encouraged décor must-have. Let’s face it, flowers are expensive, and it’s a shame to lose those beauties once the natural light dims and the dancing begins. “Whether through additional lighting fixtures, pin spots, uplighting, gobos, or moving lights, investing in lighting is the perfect way to transform your wedding reception or event space from standard to simply stunning,” says Mazumdar. □

Style-Architects, the creative company which also designed and styled the men’s wedding spread this issue, is a boutique lifestyle services company dedicated to providing clients with imaginative and awe-inspiring weddings and events as well as distinctive styling services for both individuals and businesses. For more information on its services, visit www.style-architects.com and follow on Facebook, Twitter, and Instagram.