

wedding details



achieving the

WE PLAN AND DESIGN weddings all over the Amalfi coast, that means in Positano, Praiano, Conca dei Marini, Furore, Amalfi, Ravello, Maiori. All of our weddings are custom tailored, that is why we don't have packages. Our belief is that each client and wedding is individual and so our relationship with them is very important. We work closely with them to create a unique celebration which reflects the taste and style of the bridal couple. Our success is judged by how well we translate our clients' creative vision into an event that is uniquely their own.

ITALIAN BUREAUCRACY

Italy is famous all over the world for its beauty, but also for its complicated bureaucracy! Our consultants will help you through the bureaucratic procedure and enable you to make your dream come true on the Amalfi Coast, one of the most romantic and breathtaking places in the world.

We are an experienced and legal wedding planning company, experienced in all the aspects of wedding

We meet Linda Gatto, from **Amalfi Wedding Planner**, to find out what she thinks it takes to make a wedding spectacular

WORDS : LINDA GATTO

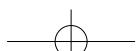


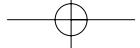
planning and event management from design concept and creative styling, budget and project management right through to ensuring that everything runs smoothly on the day, not one hair out of place and every action choreographed. We are renowned for meticulously planned and styled weddings and we are able to plan small weddings and very large weddings with up to 300 guests.

Obviously we don't want to impose our ideas but we would like to share them with all our bridal couples. We would like to be advisor, mediator, supervisor and facilitator. We see ourselves as being something of a magic lamp!

CUSTOM TAILORED EVENTS

Each of our receptions is a genuine masterpiece, like an haute couture gown, unique, made to measure to create a singularly special event. We personalise and attend to the backdrop for the reception, integrating this into the location in which it is to take place. Our consultants will propose all those features which create the right atmosphere, and will attend to every particular regarding your wedding with the utmost professionalism.





...DECIDING ON A THEME FOR YOUR WEDDING HELPS YOU TO SAVE TIME...

AROMATIC WEDDINGS

In ancient times the most important ceremonies were accompanied by the aroma of resins, woods, herbs, flowers and spices which were burnt like incense. In the Orient, temples are filled with rose petals to facilitate the opening of faithful hearts. These were not primitive rituals or superstitions: today it has been demonstrated that aromas are capable of blocking or evoking memories better than images or melodies, because they reach directly the part of the brain which houses the emotions. Natural perfumes directly influence mood, mental activity and behaviour and thanks to aromatherapy, which studies the therapeutic properties of essences, one can learn to use the perfume of plants and flowers to obtain the desired effects.

We will try to find the perfect aroma to personalise and make your wedding ceremony special and unique. Why not use all the power of flowers and their fragrances to make the occasion unforgettable and spread a sense of serenity among the guests? At weddings, the flowers are admired not only for their appearance.

THE RIGHT WEDDING THEME

In our opinion, choosing the right theme for each wedding is very important but at the same time very difficult. Whether you want a traditional wedding or one that is unconventional, deciding on a theme for your wedding helps you to save time by focusing your attention on specific goals and provides a unifying factor which will pull the whole event together.

Another important aspect related to the wedding theme is the colour scheme for the wedding, because it will set the tone for the day. The colours selected will be able to add sophistication or simplicity to the event. It is important to choose a main colour that is warm or cool and a secondary 'accent' colour that is the opposite of the first. Warm colours are

red, pink and yellow. Cool colours are blue, green and sometimes purple.

Another important aspect related to the wedding theme is incorporating texture. Using textures will amplify the atmosphere you are creating. For a romantic theme you could use silks, satins, velvet, pearls... nautical themes might be better suited to cottons and linen, beach sand and shells.

It is possible to design all kinds of different weddings. We usually work with the bridal couple to create a custom tailored event that meets totally their needs and requirements and this means that almost anything is possible, local authorities permitting.

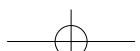
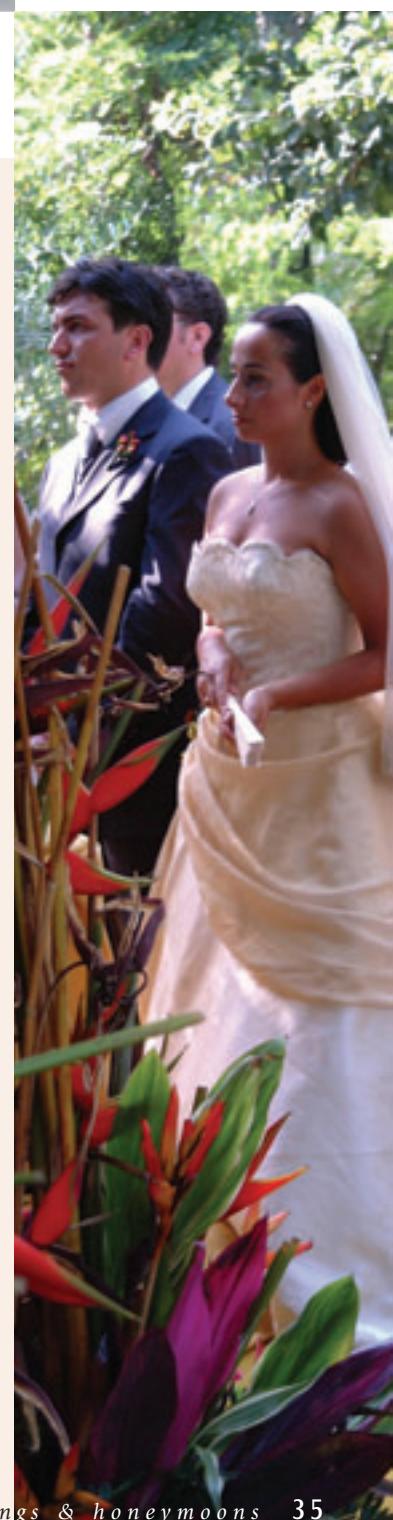
We are able to plan weddings on a beach, in a vineyard, in a grotto, on a sailing boat, on an ancient Turkish caique, on a yacht, on a plane, in a garden. We also organise historical weddings where our time machine will take you back to the 16th century. The wedding procession passes through the narrow streets of a village among acrobats, minstrels and flag-waving performers dressed in period costumes.

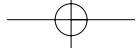
Creativity is certainly without limits and anything is possible to allow you to appreciate your wedding with all the five senses.

WEDDING FLOWERS

We take care of the flowers with the utmost professionalism. Wedding flowers and décor add colour, fragrance, elegance, perfume and beauty to every aspect of your ceremony and reception and are a central component of each wedding. Flowers can set the style of your wedding day and bring a sense of elegance to all ceremonies. Our floral designer will create elegant and exclusive floral arrangements, a bouquet which is unique, special and which complements the bride's style.

Your bouquet reflects your character, personality and tastes and expresses to your guests your idea of >





wedding planner



THE BOUQUET IS FUNDAMENTAL IN DEFINING THE BRIDE'S ULTIMATE IMAGE

your wedding day (an elegant one or an exclusive one or an extravagant one or a simple one or a futuristic one). Flowers express a secret language which is symbolic and metaphorical apart from being a pleasant romantic and indispensable presence at any stage of the event. Wedding trends may come and go but brides will always carry bouquets. For some brides the bouquet is packed with symbolism and includes flowers that have a special meaning: a type of flower carried by her mother in her bouquet, a flower that played a big role in her relationship with the groom or a flower native to her homeland or region of the country.

Often a bride chooses a main flower that dominates her bouquet and is echoed in all the other bouquets and arrangements for both the wedding ceremony and reception. The bouquet is fundamental in defining the bride's ultimate image. The choice should be made carefully, taking into consideration the stature of the bride, the style of the wedding and of the dress, the predominant colour of the wedding ceremony and reception. To create a custom tailored bouquet we will need to ask a bride many questions to better understand her feelings, her emotions, her character.

MUSIC

Music is another aspect we take care with. It is absolutely essential to give solemnity to the function, to create the right atmosphere, to thrill, to underline the emotional moments and the amusing ones.

We usually communicate with musicians on the ceremony and the processional, we work with the band, musicians and/or DJ to establish the timing of the tossing of the bouquet, the cutting of the cake and so on and we attend the sound check. We work,

of course, with the bridal couple to establish the right musical repertoire to highlight each special moment.

THE WEDDING CAKE

The cake is one of the most prominent symbols of each wedding. It will be featured prominently in your wedding pictures and will be a focal point for your guests. The cake can pull together your colours and wedding theme in one beautiful, delicious package and is actually considered, in Italy, to mark the end of the wedding.

We usually work with the bridal couple to design a cake that reflects totally their tastes and dreams and we work hard to create something spectacular for that cake cutting moment. Fireworks at the cutting of the cake are usually suggested to highlight the importance of that moment and all the guests find it to be an elegant, refined and exhilarating touch

DETAILS

We usually take care of all the little details which, in our opinion, can transform a normal wedding into a very special event. We usually design a special floral creation in order to display the wedding rings instead of the classic 'wedding cushion'.

We suggest the right wording according to the etiquette for the wedding invitations and so on. We normally suggest that our bridal couple have place cards at their weddings since they add a touch of elegance and class to all wedding receptions and of course help guests who don't know each other to remember each other's names!

According to the theme chosen for a wedding, we work closely with the bride and groom to suggest how to make theirs a true Dream Italian Wedding.

www.amalfi-wedding-planner.com

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