

Wedding Planner

MAGAZINE

FALL 2022

Inspired by the Association of Bridal Consultants (ABC)

TRENDS FOR 2023

END OF YEAR
BUSINESS
WRAP UP

BRANDING
PHOTOS
AND HEADSHOTS





Cathy MacRae, MWP™ is the owner of Creative Weddings Planning & Design in Calgary, Canada. She also works as a business coach and social media manager for Someday Consulting,

helping wedding industry business owners scale their business and handle the always changing world of social media. She is an active member of the Association Of Bridal Consultants and currently serves as the Country Coordinator for Canada and is ABC Social Media Manager. She shares end of year business wrap up tips on page 7.



Meghan Ely is the owner of wedding PR and wedding marketing firm OFD Consulting. Ely is a sought-after speaker, adjunct professor in the field of public relations, and a self-professed royal wedding enthusiast. On page 23 she provides advice on branding photos and headshots.

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Steve Kemble, recently profiled in The New York Times, is a known commodity. The world-renowned life-style expert named one of the "Top 10 in the World" by Departures magazine has thrown

bashes for the likes of George W. Bush, Barack Obama, the Dallas Cowboys, Oprah Winfrey and many more names one would recognize from the Forbes list. Kemble expanded his brand through television, appearing on "Whose Wedding Is It Anyway," "Platinum Weddings," "Married Away," "Married by the In-Laws," "Good Morning America," "The CBS Early Show" and "E News Oscar Red Carpet." As a member of the Fashion Police, Steve writes a weekly celebrity fashion commentary in US Weekly. He talks trends for 2023 on page 14.

WHO'S WHO IN THE ABC?

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ABC CODE OF ETHICS

Our ABC members agree to:

- represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner.
- establish reasonable and proper fees for services and provide written estimates to each client.
- use honest, factual advertising.
- deal with employees and clients fairly, in an unbiased manner.
- disclose to clients any payments received from suppliers.
- operate an establishment that is a credit to the community.

Trend Forecasting for 2023

The Dress

I saw a fabulous array of styles during New York Bridal Fashion Week, from gorgeous ballgowns (proving that traditional trends are here to stay) to colorful evening dresses. Straight hemlines and figure-flattering bridal suits also dominated the runway. The reception mini-dress will also be a big trend for 2023, allowing brides to express their personalities as they celebrate their big day.

Colors

A color that's definitely taking center stage is blue, in all its hues. As I'm sure, you've heard many say, blue is the new pink. I attribute much of the excitement over this color to the gorgeous choreographed scenes in the binge-worthy show, "Bridgerton," which featured an abundance of Regency Blue. Blue's variations, from light to navy and everything in between, also add to its popularity. You can also expect to see a lot of palettes that include earth and bold jewel tones.

First Look

First Look sessions are becoming a mainstay, and I predict they'll be an even hotter trend for 2023. This emotional one-on-one moment with your sweetheart removes the stress of seeing each other in front of hundreds of staring guests. It also provides the opportunity to take what I promise will be one of the most memorable photos of your big day! I like to have the groom stationary with his back turned, and then when the bride takes her place, have him turn around and see her! That's when you'll get that magical photo you'll treasure forever.

Ceremony Backdrops

From statement arches and hanging greenery to candle walls and abstract paintings, ceremony backdrops are the perfect way to frame the couple as they exchange vows. Whether indoors or outdoors, whether simple or lavish, these backdrops elevate the levels of love, whimsy, and romance in your wedding.

The Wedding Party

Wedding Trend Alert! Couples are moving away from gender-focused bridal parties to more inclusive ones that reflect the varied natures of their groups of friends. Additionally, there's an ongoing trend toward letting your wedding party guests celebrate their individual styles by picking their own attire from your color palette. I also see a move away from same-sex pre-wedding celebrations to those combining the traditional bachelor and bachelorette parties into one event.



Photo credit: MaggShots Photography

Intimate Celebrations

Micro-weddings started during the pandemic, but I expect they'll continue to be normalized through 2023. Such weddings typically involve not inviting people you used to feel pressured to, such as your parents' high school friends. This allows couples to keep costs down and make their day more personal.

Entertainment

Dance bands and DJs are here to stay. Still, couples are expressing more of their personal style with such artistic performers as fire eaters, aerialists, and sketch artists. Equally popular are wine and champagne bikes and my personal favorite-- fairground rides!



Photos courtesy
Epicurean Entertainment



Technology

Technology is not only a popular but a practical trend for your big day! Couples use wedding websites, hashtags to track photos, ceremony live streams, drones to capture every moment, and charging stations for guests. One of my favorite uses for technology is hiding a camera in a flower wall panel in a prime location. I promise you; you'll capture some absolutely hilarious moments.

Sustainability

More and more couples are celebrating responsibly and reducing their environmental impact. From locally sourced food to secondhand clothing, couples are embracing ways to incorporate eco-conscious touches into their special day. The wedding suite below used recycled paper for the invitation and flowers.



Photo credit: Annie Roche,
5 BY 7 Designs

Eloping

We can thank Kourtney Kardashian and Travis Barker for re-igniting this trend. The most significant spike in this trend came from worldwide pandemic shutdowns and price surges.

-Steve Kemble