

ÉPICA

WEDDINGS AND EVENTS

Number 4

April 2024

Ping-Pong

Learn more about our
Colombia Chapter Head,
Sonia Martínez Jurado.

A Destination for Genuine Love

By María Sánchez Wayna.

Wedding Catering

The magic behind memories.

Trends

A Magical Universe:
The Wedding of Anant Ambani
and Radhika Merchant.

The Floral World of Max Hurtaud

Where every detail counts.

Perfumes

Tell me the fragrance you
choose and I will tell you
the kind of bride you are.

Ph: Nuno López

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International Association of
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Capítulo Sudamérica



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WEDDINGS & EVENTS

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Adrián Pavía

Capítulo Sudamérica
Director
IADWP

Dear Destination Weddings community,

It is a privilege to be with you once again, sharing the emotions and passion that unite us in this wonderful world of weddings. In this edition, we would like to take a moment to express our most sincere thanks to all the professionals who make every wedding dream possible in every destination!

From the talented florists who transform spaces into dreamy gardens, to the skilled photographers who capture every moment with artistry, each of you are a vital piece in the puzzle that makes up the most important day in a couple's life. Your dedication, creativity and commitment are the spark that makes each celebration shine and turns it into an unforgettable memory.

I would like to extend a heartfelt thank you to our Chapter Heads, whose hard work and leadership are the backbone of our magazine. Your passion for excellence and tireless effort to deliver quality content is inspiring, and without your commitment, this project would not be possible. Thank you for your unwavering dedication.

Also, we cannot overlook the valuable support of our IADWP Director, Kitzia Morales, whose vision and guidance have been a beacon of light on our path. Her commitment to excellence

and her tireless pursuit of innovation are an example to us all. We sincerely thank her for her guidance and constant support.

In an ever-changing world, destination weddings and the event industry continue to project into a future full of promises and exciting possibilities. In the age of personalization and adventure, couples are looking for unique experiences that reflect their style and personality, and destination weddings offer the perfect canvas to paint their most extraordinary dreams.

The pandemic has taught us the importance of adaptability and resilience, and the event industry has responded with creativity and determination. From intimate ceremonies on exotic beaches to elegant receptions in cosmopolitan cities, the options are endless for those looking to celebrate their love in a unique and significant setting.

But beyond the celebration itself, destination weddings also offer an invaluable opportunity to explore new cultures, create lasting memories and strengthen bonds with loved ones in a memorable setting. In addition, the positive economic impact they generate in local communities is undeniable, providing a vital boost to the tourism industry worldwide.

As we move into the future, it is exciting to contemplate how technology will continue to transform the way we plan and experience events. From virtual visits to destinations to the integration of augmented reality into décor and entertainment, the possibilities are endless for those who want to innovate and surprise.

In this issue, we will explore emerging trends, share design inspiration and offer expert advice for those planning their own destination wedding or special event. We hope these pages will inspire and guide our readers as they embark on the exciting journey of creating memories that will last a lifetime.

Adrián Pavía
Head Chapter
Capítulo Sudamérica
IADWP

Ping-Pong

Learn more about our Colombia Chapter Head,
Sonia Martínez Jurado.



What is your favorite place on earth?

A place full of nature, a perfect sunset, for example the Villcaya Museum. Would I have a wedding there? Yes, it is within my vision board.

Which country is particularly appealing to you as a wedding destination?

Dubai.

What was the longest flight you've ever taken for work?

5 hours. After a big weekend of work and no sleep towards New York Fashion Week 2023.

Which fiction character do you most identify with?

Wonder Woman.

How would you use this character at a wedding?

Representing the value of a woman, in this case, the wedding planner of a wedding who has a developed vision, ability to help and protect those in need. Her power and strength in the service of others is reflected in the development of each wedding.

What's the best concert you've ever attended?

Karol G at MetLife Stadium in New Jersey.

Do you prefer to be hot or cold?

Cold.



What book marked you in your childhood?

My adolescence: *The Magic* of Rhonda Byrne.

What is the one item of clothing you would never attend a wedding in?

Short skirts, very bright clothes or an all-white dress.

If you could only take three things to a desert island...what would you take?

A Thermos with water, a notebook with a pen, and solar panel light.

And to a wedding?

My cell phone, comfortable shoes, and my makeup.

What is your favorite thing to do at a wedding?

I love to see the bride or groom off as they walk down the aisle and give them peace of mind and accompany them to their first dance as bride and groom. Those are my favorite moments.

What bores you most about your job?

It's hard, because I love it. However, there is a moment at the wedding when the drinks play tricks and some people including guests or the bride or groom become rude. I can't stand it.

Sonia Martínez Jurado

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FIND OUT MORE!





Protocol

The good manners syndrome.
The magic formula.

By Adrián Pavía

Encountering bad manners is very easy since you can find them in many places, such as the workplace, in the car, in a store, on vacation, at school and in so many other places. Well, the use of bad manners seems to be a common denominator.

What is happening to us as a society?

Disrespect to people is increasing and each time more and more people get used to being disrespectful and forget their manners. People should be more considerate and respectful, for that reason we should remember some basic rules, therefore you should think that there are three magic words that can help you to improve the manners in your daily life.

In a world where haste and technology often overshadow small courtesies, it's important to remember the power of three simple words: please, excuse me and thank you. These magic words not only reflect respect and consideration for others, but they can also soften any interaction and make the world a kinder, more welcoming place.



Please: This little phrase has a big impact. Whether asking for help, requesting something, or simply expressing anticipated gratitude, "please" shows humility and appreciation for the generosity of others. For example, who could resist helping if they were asked nicely, "Could you pass me the glass, please?"

Permission: Asking permission before acting demonstrates respect for the boundaries and autonomy of others. From entering a conversation to borrowing something, it's important to get consent from others. Imagine the chaos that would be avoided if everyone followed this simple rule. For example, wouldn't it be nicer if someone said, "Do you mind if I sit here?" before taking the last seat in a crowded café?

Thank you: There is no more gratifying gesture than expressing sincere gratitude. Saying "thank you" shows appreciation for the kindness of others and strengthens social bonds. Whether receiving a gift, a compliment, or just a little help, never underestimate the power of a simple "thank you." Even in everyday situations, such as when someone holds the door for you, a sincere "thank you" can brighten a person's day.



So, the next time you find yourself in a social situation, remember the magic formula: please, excuse me and thank you! And if you need a reminder of the importance of these small gestures, just think of the image of someone saying "please" before stealing the last slice of chocolate cake at a party. Politeness never goes out of style and always brings a smile!

It really costs nothing to give or receive good manners, and this can change anyone's day, influence on people's well-being and even good mood. Everyone should know where the difference lies when saying something with good or bad manners. Remember that the difference will be between being liked or disliked, or having a good day or a bad day.

Don't think that using the magic formula of the 3 words will be enough. It's only the beginning, as there are other common mistakes that reflect a lack of skill in the use of good manners. For example, the way you answer the phone. Did you know that you can tell when the person answering the phone does not follow the rules of courtesy?

The significance of good manners is better evidenced on the street than anywhere else. The war between pedestrians and automobiles is proof of this. They leave evidence of a total lack of civility, throwing papers, not respecting the signs or walking as if one were the total owner of the sidewalk. On rainy days it is common to see how people with umbrellas do not give way to those who do not carry them, monopolizing the most sheltered places from the rain.

Or it is even more common to see an encounter between several people in the street, completely blocking the passage of pedestrians.

Remember, "Education is not inherited, it is earned".

Prof. Adrián Pavía
Social Etiquette and
Behaviour





Chile

The emerging wedding destination

2024

Exploring the Magic of Chile for Unforgettable Weddings

Chile, with its diverse landscapes and rich culture, has become an emerging destination for weddings. From the deserts in the north to the glaciers in the south of the world, this country offers a unique combination of safety, tourist infrastructure and magical places to celebrate love. Below, we will explore Chile's main attractions and highlight five tourist destinations associated with weddings.

1. San Pedro de Atacama: The Romantic Enchantment of the Desert

San Pedro de Atacama, an oasis in the middle of the driest desert in the world, is the perfect place for couples looking for an intimate wedding full of magic. Its landscapes of salt flats, geysers, mountains and starry skies create an unforgettable setting. In addition, the local cuisine and the warmth of its inhabitants make every moment special.

It is a special place because of its extraordinary geography. As we ascend the more than 4,000 meters of the Andean altiplano, we enter small towns that guard their traditions, ancestral cultures, and hidden oases. San Pedro de Atacama offers unique opportunities for stargazing, with clear skies in the many astronomical observatories in northern Chile.



Romantic places of the Atacama Desert:

Atacama Salt Flat: A vast salt flat surrounded by mountains and pink flamingos.

The Valley of the Moon: Lunar landscape with unique rock formations.

Puritama Hot Springs: Relaxation in hot springs in the middle of the desert.

San Pedro de Atacama, with its dry air and starry skies, is a perfect place for an intimate wedding under the stars.

2. Elqui Valley: Among Vineyards and Spirituality

The Elqui Valley, famous for its wine and pisco production, is a mystical corner surrounded by mountains and clear skies. Here, couples can get married among vineyards, enjoy alternative therapies and gaze at the stars at night. The healing energy of the place adds a special charm to any wedding.

What can you do here?

Cochiguaz: considered the new geomagnetic center of the world.

Pisco Elqui: Stargazing at the top of the mountain and night portrait.

Pangue Observatory

3. Santiago: Urban Elegance and Tradition

Chile's capital, Santiago, offers a mix of modernity and tradition. Its parks, museums, restaurants and nightlife provide



endless options for weddings. From ceremonies in historic gardens to receptions in elegant halls, Santiago has something for everyone.

In addition, the city is located 1 hour from the beach and 1 hour from the snow, which offers a wide range of possibilities to make your wedding a unique and incomparable experience.

4. Pucón: Adventure and Nature in the South

Pucón, known as the center of southern Chile, combines the majesty of the volcanoes with Mapuche culture and local craftsmanship. Couples can get married by Lake Villarrica or amidst forests and mountains. Outdoor activities, such as trekking and rafting, add excitement to any wedding.

"Chile's adventure tourism capital" offers a perfect blend of nature, excitement and romance.

What can you do here?

Villarica Volcano Ascent: the imposing volcano is a challenge for mountain lovers.

Thermal baths: Refresh yourself in the nearby hot springs and enjoy medicinal waters in magical surroundings.

Pucón, with its vibrant energy and breathtaking scenery, is ideal for couples looking for a wedding full of adventure and connection with nature.

5. Chilean Patagonia: An Epic Scenario at the End of the World

Chilean Patagonia, with its glaciers, fjords and mountains, is a dream location for weddings. From Torres del Paine to Tierra del Fuego, couples can say "yes" surrounded by untamed nature. The astronomical observatories allow you to see the brightest stars on unforgettable nights.



What will you find here?

Torres del Paine: A national park of incomparable beauty, ideal for outdoor weddings.

Carretera Austral: Travel this scenic route and discover unexplored landscapes.

Undoubtedly, Chile offers a unique combination of security, tourist infrastructure, culture, flora and fauna and unforgettable landscapes for weddings. Whether in the desert, among vineyards, snow-capped mountains, islands or in front of glaciers, this country has everything you need to make every wedding a fairy tale. Long live love in the land of contrasts!

Carla Valdebenito
Chapter Head Chile IADWP

Valentina Vera
Junior Chapter Araucanía y Los Ríos



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A Destination for Genuine Love

By María Sánchez Wayna



A Thursday morning in Buenos Aires provided the setting for Alan and Joseph to meet at the Japanese Garden located in Palermo. They arrived a little before ten o'clock. Neither of them thought that it would be the place where, after a long time of transformation, they would genuinely fall in love, to three years later, talk about their wedding in Japan itself, a topic they illusively put in their conversations because there equal marriage is not legal -although the governor of Tokyo announced in 2021 that they would work on a rule for unions of this type. Same-sex marriage is only possible in 30 nations out of the 193 UN member states.

Alan from Spain and Joseph from Argentina began the journey of choosing a destination wedding that was special and friendly enough to make it clear that, in addition to the genuine love that united them, a whole process of reinvention had been set in motion in the romance tourism industry, especially in egalitarian weddings.



Before an same-sex wedding, aspects that seem simple in the public eye must be considered. The organization and development of a wedding between a heterosexual couple is not the same as in a homosexual one because in many nations of the planet there is still discrimination and even denial within the families that possibly makes relatives not to attend the wedding. In addition, very few established religions allow this type of marriage. During the Middle Ages and early modern times, a ceremony known in Latin as *fraternitas iurata and ordo ad fratres faciendum* was practiced by several Christian churches to spiritually unite two people of the same sex, especially men.

Spain could be the ideal place to close with a marriage this story that began in the Japanese Garden, taking into account that the recognition of the right to marriage for same-sex couples arrived in the European country in 2005 in the middle of a huge controversy with the Catholic Church and conservative groups. But the path indicated that Argentina would be the chosen scenario, and the *Glorieta de Belgrano* appeared as an option for such event.



What aspects should be taken into account when choosing a place like this?

The first thing to be clear about is the style of wedding a couple wants to develop. From this aspect will follow other important aspects such as decoration and food; a good catering can make a big difference.

It is necessary to consult with the city's Civil Registry to obtain permission to use the Glorieta for the wedding. During the pandemic there was an increase in outdoor weddings in Buenos Aires. Couples can choose to get married in the Glorieta as long as one of them has an ID card with address in Buenos Aires, then an appointment must be booked through the Buenos Aires government's website. It is important to have four witnesses of legal age, with valid Argentine ID and domiciled in Argentina.

The *milonguero* universe without distinction of social class, nationalities or races, is one of the characteristics of the Glorieta de Belgrano. This was enough reason for Joseph, who also saw that the healing embrace of *tango* could be the special musical note for the guests who would arrive from various parts of the world, including nations where this musical genre is still unknown and where hugging in public is forbidden. Recovering the gaze and embrace of all through tango was a value they wanted to highlight -a matter that has been on the verge of being forgotten-. Contemplating each other in a gesture that invites to celebrate is part of the tango. The day before, each guest would have the option to have an instructor for the eight basic steps of the dance, and those who did not opt for this could just move their body freely to the sound of the tango notes in the best place to do it: Buenos Aires.

It seemed that the romantic Japanese legend of the invisible red thread that connects all those who are destined to meet had made it possible for Alan and Joseph to do so. Each guest would receive a red cord to use as a bracelet. Does destiny exist in love? Everything indicates that, yes and the wedding would be in Argentina, pioneer in the recognition of egalitarian marriage in Latin America, a geographic scenario that for the past 14 years married equality.

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Choosing the Ideal Photographer for your Destination Wedding

By Nuno López



Wedding photography, be it destination or otherwise, captures more than moments; it eternalizes priceless memories, narratives of love and unique details of a special day. Therefore, choosing a photographer is not just a decision, but a careful selection that deserves attention to crucial details and a thorough understanding of the style that best represents the essence of the couple.

1. Photographic Style Analysis: The Heart of Its Selection

Photographic style is undoubtedly the most important aspect of choosing a photographer for your wedding. It is essential to find a professional whose approach resonates with your expectations and vision for the day. There are various styles in wedding photography, from journalistic, artistic, traditional, or a combination of these. In this context, my style has stood out for being deeply rooted in the documentary register, enriched with creativity and a lightness that allows me to capture the naturalness of the moment without intrusion. My experience in fashion photography brings a touch of glamour to the images, creating a unique combination that captures both the emotion and the aesthetic beauty of your special day.



The choice should reflect the personality of the couple and the tone of the wedding. This initial analysis is critical to ensure that the final photos authentically reflect the desired atmosphere.

2. Portfolio Analysis

Examining a photographer's portfolio provides valuable insights into his or her ability to capture the essence of each moment. Rich and diverse portfolios demonstrate not only technique, but also the photographer's sensitivity and adaptability to diverse environments and emotions, essential criteria for destination weddings. Spend time reviewing portfolios in detail. This analysis offers crucial insights into the consistency and quality of the photographer's work, as well as their ability to meet the bride and groom's expectations. In my case, I often even meet with the client to provide access to a full gallery of a wedding, allowing them to perceive my entire record as well as that of my team.

3. Customized Packages: Alignment with Your Wishes

Destination weddings are unique by nature, and photography packages should reflect that uniqueness.





Offering standard packages as well as the flexibility to create customizable packages ensures that each couple's specific needs are addressed, balancing desires with the available budget.

4. Local Photographer vs. International Photographer vs. Photographer of your Country

When choosing a photographer for a destination wedding, couples face three main options, each with its own advantages.

Local Photographer: They offer special knowledge of the location, allowing access to exclusive spots and taking advantage of natural light. However, there may be difficulty in communication due to language or cultural barriers.

International Photographer: When a specific style or register is crucial to the couple,



hiring a photographer from a country other than the home or destination country becomes an attractive option. This allows couples to choose a professional whose work they deeply admire, regardless of location.

Photographer of your country: Ensures easy communication and understanding of the couple's wishes, reducing misunderstandings. However, they may incur additional costs with travel and accommodation.



5. Affinity and Relationship: Building the Right Connection.

The connection between the couple and the photographer transcends professionalism; it is the foundation for a calm and authentic wedding experience. The ability to create an atmosphere of confidence and comfort is critical. But it also has to do with the desired registry. In my case, by making a documentary but also creative record, I value building an empathetic relationship with each couple, ensuring they feel understood and comfortable throughout the process.

After considering these tips, the next step is to schedule a meeting, either online or in person. This is the time to deepen mutual understanding, discuss details and ensure that the approach to documenting their wedding is aligned with their expectations and desires. It is this meeting that allows to assess empathy, clarify doubts, create customized packages if desired, and above all understand if all the points I mentioned are met.

Conclusion

As we come to the conclusion of these tips on choosing the perfect photographer for a destination wedding, it is crucial to remember that photographs are much more than just images. They are the keepers of memories, capable of transporting us back in time, reliving stories, emotions and details that might otherwise be lost. Therefore, wedding photographs transcend the mere visual record; they are the legacy of a day filled with love and joy, destined to be shared and cherished by future generations.



Remember that today's decisions are tomorrow's memories. Therefore, rather than following the fashions of the moment, choosing a photographer whose work resonates with the couple's aesthetic and emotional sense ensures that each photo is a journey back to that magical day, full of love and authenticity. The wedding photographs will be an eternal source of joy and love, a bridge between the past and the future, and choosing a professional capable of capturing that magic is undoubtedly one of the most significant choices couples will make.

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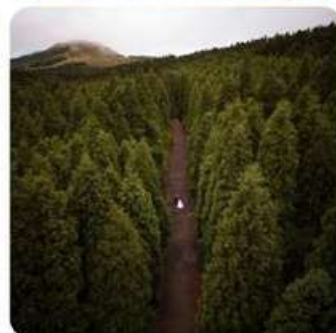
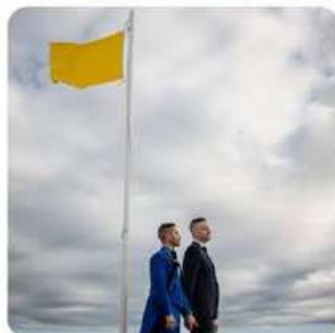
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Wedding Catering

The magic behind memories

Some time ago, Gabriel García Márquez reminded us that life is not measured by the moments we live, but by those we remember and recount. This phrase resonates powerfully in the world of weddings, where every detail counts and every moment becomes a story to remember for a lifetime.



As General Manager of Fork Catering and Event Planning, I am honored to be a part of this world of stories and memories. We understand that weddings are much more than events; they are the celebration of unique and authentic love stories. That's why the effort needs to go beyond simply providing food and service. We have to immerse ourselves in each couple's story, trying to understand who they are, what makes them special, and how best to reflect that in every aspect of their big day.



Our vision is not limited to satisfying the palate; it extends to creating experiences that capture the heart and awaken the senses. From the choice of ingredients to the presentation of each dish, every detail must be carefully designed to tell a story and create lasting memories. We believe that food has the power to bring people together and create moments of joy and connection, and we are committed to making every wedding a truly unforgettable celebration.



In addition, it is important to recognize the growing trend that catering is an active player and protagonist within the entertainment offer for guests. It is key to break paradigms and think in a disruptive way, and be able to offer unique experiences that captivate and surprise everyone present.



From interactive stations with live chefs to theatrical culinary presentations, every bite should be a sensory experience that elevates the event to another level. Incorporating local flavors and fresh fruits into dishes not only highlights the culinary identity of the venue, but also adds a touch of freshness and authenticity that will delight attendees. In addition, the interaction with guests through guided tastings or personalized pairings provides them with an unforgettable gastronomic experience, where they can discover and appreciate the diversity of local flavors in a fun and immersive way. Each and every ingredient we seek to highlight tells a story.



A high percentage of guest interactions are with the waiters, cooks and bartenders, so making sure the team is trained and engaged is key to providing exceptional service at all times.

Finally, to add to the experience, it is very important to take the context into account: every celebration takes place in a place, in a region, with an environment...it is a mix of cultures and beliefs. That is why as creators of moments, we must have the ability to offer authentic blends that allow guests to feel part of a whole, with comfort, but with surprise. The opportunity to accompany brides and grooms from different countries and religions has forced us to study, learn, and transform ourselves towards the Kosher world, Indian culture, European customs, among others. This enhances the vision and opens up an infinite world of possibilities to create experiences that truly touch everyone's memories.

So, how do we make the magic happen? It happens when we plan and act with the understanding that we are part of something bigger than food and service; when we commit to connecting from the heart with a couple, working to awaken the senses and create memories that last a lifetime. At the end of the day, what matters are not only the moments we live, but the ones we remember and share with those we love.

Camilo Andrés Alarcón

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A couple is standing on a green carpet. The man is wearing a dark blue kurta and a matching vest with intricate patterns. The woman is wearing a light-colored, heavily embroidered lehenga with a matching dupatta. She has her hands clasped in front of her and is wearing traditional jewelry, including a maang tikka, earrings, and bangles. The background is a wall of red flowers.

Trends

**A Magical Universe:
The Wedding of Anant Ambani and Radhika
Merchant**

Better known throughout the world's press as the son of Ambani, India's richest man.



In the world of events, the wedding of Anant Ambani, son of the richest man in India, stands as a beacon of grandeur and sophistication. This magnificent event, which has recently dazzled Indian society, invites us to dream big, to believe in the magic of dreams fulfilled in the most spectacular way.

The celebration, which lasted three days and was attended by more than one thousand (1000) guests, was a waste of luxury and elegance, with an estimated cost of more than 150 million dollars. The fiesta was a truly magical universe, where every detail was carefully planned to create an unforgettable experience.

The event was also attended by renowned singer Rihanna and renowned personalities such as Mark Zuckerberg and Hillary Clinton. For some, it might seem ostentatious or even excessive, but for us in the wedding planners' universe, it is an endless source of inspiration.

Anant Ambani and Radhika Merchant's wedding reminds us that in our field, the sky is the limit. It's a reminder that ceilings don't exist and walls are flexible when it comes to fulfilling our clients' dreams. Because, at the end of the day, planning a wedding is about more than just the numbers; it's about creating an experience that will be remembered for a lifetime.



When the world sets its sights on an event, it creates a unique opportunity to make history. And while the guests may be friends and family, the truth is, it's all about creating unforgettable weddings that inspire everyone in attendance.

In short, Anant Ambani and Radhika Merchant's wedding teaches us that true luxury is in the creation of unforgettable moments, where love, joy and celebration come together in a symphony of emotions. It is a reminder that, in the world of events, the limit is only our imagination.

Jader Cano
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Weddings Venues

Colombia

In the world of weddings, the search for unique and memorable venues is a crucial component for the couple planning their special day. Every couple craves a setting that captures the beauty, romance, and magic they wish to convey in their union. In Colombia, a country impregnated with dazzling landscapes and rich history, exceptional locations abound that serve as the perfect setting to celebrate love at its best. Locations in unique destinations, each with its own essence and charm, ready to make the dream of an unforgettable wedding come true.



Mamancana Natural Reserve, Santa Marta, Magdalena

A location to immerse yourself in the majesty of the forest while sharing a peaceful dream surrounded by friends and family. Located at the foot of the Sierra Nevada de Santa Marta, in 600 hectares of virgin nature, Mamancana offers a unique location for weddings. A mystical and serene environment that guarantees a unique and unforgettable moment for the bride, groom, and their guests.



Hacienda Le Jardín Cota, Cundinamarca:

A green paradise in the middle of the bustling capital, Hacienda Le Jardín captivates with its pine arches, fountains and stunning gardens. Surrounded by century-old trees, this hacienda offers an oasis of tranquility and a

modern proposal that delights all visitors. A perfect setting for a wedding full of charm and elegance.



Petra Santa, Pereira, Risaralda:

This colonial location preserves the architecture and charm of more than 40 years of history in the most exclusive area of Pereira. Surrounded by lush nature, with dense trees, serene lakes and beautiful green areas, Petra Santa offers an idyllic setting for a romantic and sophisticated wedding. A place where history intertwines with natural beauty, creating everlasting memories for the newlyweds and their guests.



Chalet Guamuez Hotel, Pasto:

Just 30 minutes from Pasto, among the fauna and flora of the Amazon, is the lagoon of La Cocha. In this location we find an ancestral and mystical place where love and romance are felt in the air, inviting you to enter a world full of magic, flavors and Andean colors.

Each of these venues offers a unique and exceptional experience, promising to turn a wedding celebration into a truly unforgettable event.

Sonia Martínez Jurado
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*Max Hurtaud's
Floral World*

Where every detail counts



expertise, as well as the floral decoration of high-end events, which is his true passion.

His work has left its mark in more than 24 different countries (Bolivia, Japan, China, France...).

French by birth, resident in Belgium since 2016, he transited through England and Germany to enrich his culture and open up to new horizons.



Life's milestones deserve exceptional staging and it is in this spirit that the master florist Max Hurtaud, distinguishes himself with his unique approach to the floral decoration of events. He is the soul behind sumptuous floral decorations that turn weddings into fairy tales and transport us into a world where each flower tells a story...

With recognized talent, seen as the new international generation and an overflowing floral passion, Max elevates the art of floral decoration to new levels, creating visual experiences that leave an everlasting impression.

Planning of emotional events

Max Hurtaud has traveled the world, exploring countries in search of the most unusual flowers and inspirations. His love of floral art has led him to create immersive settings for weddings, corporate events and exhibitions. Each composition is a symphony of colors, shapes and textures, orchestrated with artistic precision.

In the florists world since 2008 and with 6 years of study behind him, Max has diversified his training to transmit his

With an international clientele of floral schools (China, Croatia, Belarus, Taiwan...) and wedding planners (India, France, Turkey...), he also makes floral designs to the high places of the Kingdom of Belgium (The King of Belgium, the Federal Parliament) and creates floral stories in historic buildings listed as UNESCO World Heritage Sites (Château de la Loire, Brussels City Hall).

Nothing is too good to give him the creative freedom to come up with a customized floral world for each event.



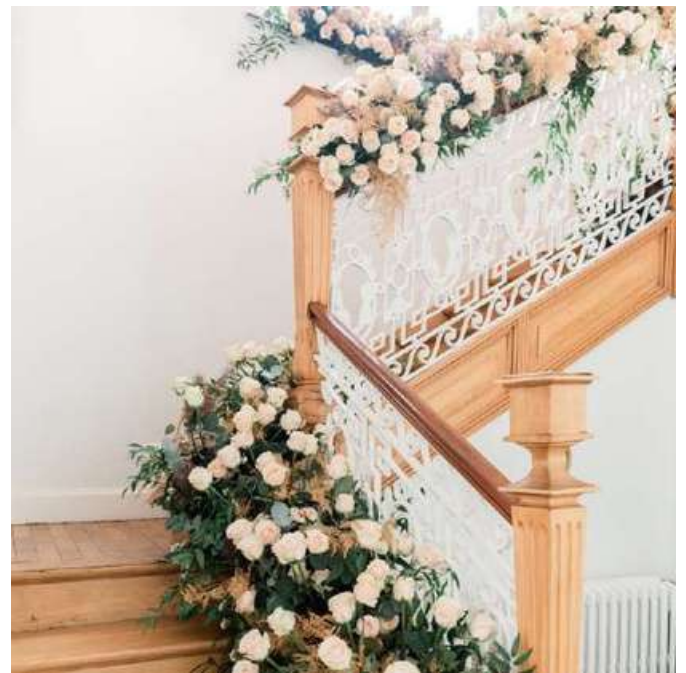
An elegant floral vision

Max Hurtaud's innovative and refined artistic vision transforms every event into a floral work of art. His incomparable mastery of color, texture and composition creates enchanting atmospheres, capturing the essence of each occasion. Elegance through its floral creations is the motto. We see an ephemeral celebration of nature, captured and framed to dazzle at a specific moment. Each floral arrangement becomes a centerpiece, a vivid expression of the emotion and style that define the event.

In the world of weddings, his creations transform ceremony and reception venues into magical spaces. From majestic arched florals to elegant centerpieces, every detail is carefully thought out to reflect the love and personality of the bride and groom.

Natural high-end

Max Hurtaud is known for his high-end natural approach, fusing the grandeur of the floral world with refined and opulent elements. His floral arrangements incorporate exquisite flowers, lush greenery and meticulous detailing, creating an atmosphere of elegance and glamour. Each event becomes a living canvas, imbued with the luxury aesthetics that characterize it.



Floral education

Max doesn't just make decorations. He shares his passion through floral education courses and workshops. For him, floral art is both a science and an emotion. He teaches botany, color theory, design principles, and care techniques. His students discover the beauty of nature through the creation of unique compositions.

With prestigious events under his belt, Max Hurtaud has established his name in the elite world of high-end floral decoration around the world. His legacy lies in transforming ordinary spaces into extraordinary floral works of art, leaving a lasting floral imprint.

As a result of his work, Max Hurtaud's floral event decor transcends expectations, elevating each event into an unforgettable sensory experience. His blossoming art offers a seamless fusion of nature, luxury and the ephemeral, creating moments that remain etched in the hearts of those lucky enough to appreciate his creations.

Immerse yourself in a world where flowers are more than just ornaments. These are emotions frozen in time, fragrant memories that illuminate our lives. Whether you dream of a grand wedding or an intimate reception, Max Hurtaud will create the magic you have always dreamed of.

Max Hurtaud

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A close-up photograph of a bride's hands. She is wearing a white lace wedding dress. Her right hand holds a faceted, reddish-orange perfume bottle with a silver cap. Her left hand holds a small, vibrant red heart-shaped object. The background is a soft, warm, out-of-focus light brown color.

Perfumes

*Tell me what fragrance
you choose and I will tell
you what kind of bride
you are*

Although fragrances are something very personal and it would be daring to say which would be better or worse for a bride, there are certainly fragrances that are very compatible with certain fabrics such as lace, tulle and organza. After years of mingling with brides, fabrics, and their fragrances, I was able to make this selection.

I selected three fragrances that you should try as an alternative before getting into your wedding dress, as all three have that angelic halo that the bride needs as she passes.



Miss Dior

By Dior

François Demachy, the perfumer, says that Miss Dior comes to life on the skin of the person who has chosen it: "Each skin chooses a note and exalts it by making it its own," he says. It is a fragrance with perfect aromatic notes that combine essence of Sicilian mandarins, rose de grasse and orange blossom; the perfect touch is given by the essence of patchouli from Indonesia.

A Miss Dior by Dior bride is usually authentic, angelic and self-confident.



Mon Guerlain Eau de Parfum Florale

By Guerlain

It is a tribute to contemporary femininity. Maison Française Guerlain inspired the fragrance on Angelina Jolie.

Sweet and flowers are part of its aromatic notes. Lavender and bergamot are the main scents; the heart notes are sambac jasmine, and iris. The base notes are Tahitian vanilla, Australian sandalwood and coumarin.

A Mon Guerlain Eau de Parfum Florale By Guerlain bride is usually sensual, feminine and strong.



Coco Mademoiselle

By Chanel

This is a fragrance that has an irresistible identity as you might expect, inspired by Coco's personality. Chanel defines it as "an oriental perfume, a lively and voluptuous fragrance" Its aromatic notes of orange, awaken the senses. Jasmine and rose give it the necessary strength and sweetness. The refined accents of patchouli and vetiver finish enhancing the elegant silhouette of the composition.

A Coco Mademoiselle by Chanel bride is usually young, fresh and independent.

Adrián Pavía

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Alpha Leaders and their Contribution to the Industry

If you have participated in any of the last editions of the LAT Wedding Congress, this term is probably familiar to you, and today I want to tell you who they are and what they do.

The IADWP has looked for great referents of the Romance Tourism Industry, specialized in Destination Weddings as a consulting group. Through these figures, seeks to link and help other members of the association to have a guide, mentors who through their years of experience, talents, and professionalism can provide professional support to other Wedding Planners in their quest to achieve better performance and trajectory, to finally together, achieve high levels of quality and manage them as a standard within the services provided to those who entrust us with such an important and unrepeatable day: THE BRIDE AND GROOM.

These industry leaders were chosen directly by IADWP because it saw in them undisputed talent, professionalism and willingness to share their passion for weddings with others! Meet a few of them:

Adrian Pavia from Argentina, an Expert in Protocol and Etiquette. He is passionate about service and attention to detail, fond of unique events and hospitality, and has been a professor for 20 years in subjects such as Hotel Management, Protocol and Ceremonial, Service, Food and Beverage and Event Organization. WEDDING TOURISM SPECIALIST.

Alex Gaudiano from Panama, Floral Designer and Air Freshener, he is passionate about making corporate and social events memorable, provides experience and personalized attention in every project that comes into his hands, Lecturer and Instructor.



Amelia Avila from Mexico, With experience since 2008, she has always been concerned with keeping herself updated and contributing to the professionalization of new talents in the industry as a teacher and mentor, in addition to participating in different Associations, through her company Amelia Avila & Co, she organizes Destination Weddings in Veracruz.

Claudia Saldaña from Mexico, a Floral Designer based in Guadalajara Jalisco and a trajectory of more than 20 years of experience, a Wedding Planner is characterized by leaving an IMPECCABLE seal in each of their events in addition to being CFD and Judge Evaluator design floral International.

Guadalupe Álvarez from Mexico, Founder and director of Penzi Weddings, one of the main event producers in San Miguel de Allende, an icon of professionalism, her passion and vision for creating unique and extraordinary experiences has led her to be recognized internationally.

Ilse Diamant de Mexico, Based in Cancun and Riviera Maya, CEO of Diamant Events, she has been known for fostering innovation, not only in Mexico but also in regions as far away as Europe. WEDDING TOURISM SPECIALIST.

Kike Narváez from Mexico, The King of Weddings, Bridal Consultant for 12 years, based in San Cristobal de las Casas, Chiapas. He loves to start by listening to couples to connect with them and their story, and transmit it in every detail.



Luchi Ramirez from Mexico, CEO of E3 Events and Co-Founder of The Planners Factory. She has more than 10 years of experience. Her creativity and passion have allowed her to create events of different dimensions, shapes and budgets nationwide. When she is not planning or designing events, you can find her reading a book in Valle de Bravo or having Coquetos Cocktails with her friends. Author of *Una boda FEA*.

Mario R Ayala from Guatemala, Director of Escenica Events, Designer and Decorator of Luxury Events with presence in Guatemala, Panama, El Salvador, and Mexico. He has worked for 15 years on destination weddings, multicultural weddings, same-sex weddings... always focused on design! With an undisputed passion for sustainability and awareness to make events with this philosophy.

Mario Delgadillo from Mexico, president of IADWP Mexico chapter, he is a Wedding and Event Planner with a class of 26 years of experience based in Aguascalientes. He has worked in his native Aguascalientes, Guadalajara, Puerto Vallarta, and Cancun, and partially collaborated in productions in Los Angeles (California), and Corsica (France), so distance is no impediment for him.

Marypily Lopez from Dominican Republic, Director of Event Studio, Event Designer and Producer. Co-creator of the security protocol for the value chain in the event industry. Producer of the first digital event for the event industry in the Dominican Republic («El Evento de la Boda»).

Mirtha Sanchez from Dominican Republic, CEO of MS Wedding and Event Planner and member of 4 international associations. An example of trajectory and power in the wedding industry, she is synonymous with dedication and commitment.

WEDDING TOURISM SPECIALIST.



Sandra Alas from Mexico, This is me! With 15 years of experience, I started my career in the hotel industry 8 years ago and I founded my own brand for the Production and Event Planning, specializing in Destination Weddings, always looking for opportunities to create memories. Teacher for a Wedding Planner Diploma at a prestigious university in Mexico, with experience in Logistics, Customer Service and Food and Beverage.

WEDDING TOURISM SPECIALIST.



Wilma Erosa from Mexico, based in Quintana Roo with more than 12 years of experience, specialized in the organization and coordination of weddings, with international certifications that support her work.

Each one of us is willing to share and contribute with our knowledge and experience through the Mentoring program that IADWP offers to its Platinum members. And we look forward to seeing you at the next edition of the LAT Wedding Congress in Guanajuato, where we will have a panel with the best tips for the First timers of the Congress and for those we love to meet year after year as well!



Follow them closely through social networks, I'm sure it will be of great inspiration and usefulness to have them close and be aware of their contributions to the industry! I leave below their IG to make it easier to contact them:

- @adrian_pavia
- @alexgaudio
- @ameliahavila
- @claudia_saldana_impecablemente
- @penziweddings
- @luxuryromanceambassador
- @kikenarvaez
- @luchiwp_edu
- @mario.r.ayala
- @mariodeldadillowp
- @maripilylopez
- @mseventsr
- @sandraalasp
- @wilmaerosawp

I invite you to approach our Mentoring Committee to schedule your sessions, as each one of us is ready to help you. This training tool that IADWP makes available to you is definitely invaluable and not to be missed!

Contact me and we will gladly discuss which of these professionals will be able to help you in a more personalized and focused way in your mentoring! Here is my contact information:

sandra@sandraalas.com
Whatsapp: +523318957010

Sandra Salas

Professional Event Planner
@sandraalasp
Mexico
#YoSoyLiderAlfa

A black and white profile photograph of a man with a mustache and styled hair, looking down and to the left. The background is a soft, out-of-focus grey. The text is overlaid on the right side of the image.

Styling for Elegant Grooms

**By Juan Carlos Noguera,
Professional Barber**

A special day requires a perfect haircut for the groom to look radiant and handsome. Every face is different and not all haircuts look the same, so here are some tips to help them choose the one that best suits them.

For suggestions on men's haircuts for their wedding day, here are some options they might want to consider:

1. **Classic and Elegant**: A classic even haircut with a side parting defining the side, or a gradient cut perfectly matched with the top are options that look elegant at special events such as a wedding.



2. **Formal style**: A more formal cut such as the traditional haircut or pompadour cut can give a sophisticated and neat touch for the occasion.

3. **Modernity and Freshness**: If they prefer a more modern and fresh style, they could opt for something more disconnected and with a lot of movement. Another option is a cut with volume at the



top, this will give them, as mentioned before, a lot of freshness.

4. **Well-groomed beard**: Combining the haircut with a well-groomed beard can complete the look with a touch of masculinity and style.



It is important that they choose a cut that fits their personal style and that they feel comfortable with. Of course in the hands of their Barber of confidence to get specific recommendations according to the texture and shape of their hair. Congratulations on the wedding and have a wonderful day!

Juan Salvador

Head Chapter IADWP VENEZUELA
Master Wedding & Event Planner
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Bridal styling

The true power of your image





2. BE CONFIDENT AND SHINE WITH YOUR IMAGE

In my experience as a Bridal Stylist I have accompanied many brides in this process of finding their bridal look, with which they feel unique, it is important that they let themselves be advised by a professional who can enhance their beauty and image.

Working with a specialist will give you the confidence and security that every bride needs to shine on her wedding day.

3. UPGRADE YOUR LOOK WITH ACCESSORIES

Bridal accessories complement and elevate your style, giving the final touch to your bridal look. Including accessories such as veils, capes, bows, 3D flowers, large earrings, gloves, belts and minimalist shoes create a sense of harmony and authenticity.

Even styling complements, such as original versions of bridal bouquets that combine dry and natural flowers, can give that chic, glam, elegant, or bohemian feel.



Are you one of those who believe that styling is a fundamental part of your wedding day? Every bride seeks to find the look that makes her shine and show her true essence, so, finding the ideal bridal look is a transcendental decision. Highlighting the natural beauty of each bride gives them security and confidence, and if we add the accessories, their bridal look will be enhanced showing their personal style.

TOP STYLING TIPS

1. FIND YOUR ESSENCE

In order to find that bridal look that will make you shine, it is important to find your personal style. You must define what you want to project that day, without losing your essence. Do not get carried away by what others want and be loyal to your style, the key is to find your best version of a bride.



4. EMPOWER YOUR IMAGE WITH YOUR DRESS

The dress is the essential piece of the bridal look and should highlight your best attributes. Finding your body shape will help you to enhance your best version. Look for inspiring trends such as maxi-sleeves, asymmetrical cuts, hip cuts, dresses with 3D flowers in different colors and textures.

Complement your look with a bridal makeup that enhances your natural beauty, and look for styles that enhance your features. I always recommend having a makeup and hairstyle try-on because it will give you confidence and you will see what really suits you. Another detail to consider is to organize your dress and makeup fitting and all the accessories you will use on your wedding day.



5. CREATE HARMONY WITH THE STYLE OF YOUR WEDDING

Do you know what kind of bride you are? You must decide the style of your wedding considering what you want to convey: type of ceremony, the location and time of the year, all these details play a very important

role to achieve a decoration that keeps harmony with your style.

Don't get carried away with trends or everything you see on inspiration boards, be faithful to the true essence of your celebration.

6. ENJOY YOUR DAY AND LEAVE STRESS ASIDE

Can you imagine feeling exhausted on your wedding day? The day is full of emotions that cause goosebumps. You should consider some details to live the experience to the fullest.

Enjoy the gastronomic experience you designed together with the banquet team and delight yourself with all the cocktails to raise the temperature of the celebration.

Feel free to change your shoes to enjoy yourself to the final, control your alcohol intake to treasure all the moments and don't forget to live your wedding day intensely.

Bridal styling inspires us to create a true 360° experience and mark a turning point in the lives of brides. Don't forget that your best version is to be yourself, show your essence, personality and express your style.

Karen Silva

Junior Chapter Lima
Wedding Planner & Bridal Stylist
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válido hasta el 31 de mayo, 2024

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Designer Shoes

From Cali, Colombia

Adriana Villegas

In the world of fashion, exclusivity is an attribute that transcends the ordinary. In this sense, exclusive shoes are not only a statement of style, but also an expression of individuality and refinement. Imagine combining this exclusivity with the latest technology in comfort: that is the pledge that offers *Calzado by Adriana Villegas*, a Cali-based company that has conquered the market with its custom-made, comfortable, and high quality shoes.



A little more than 10 years ago we started this dream of creating jewelry for your feet. Shoes for those who dream of looking good and comfortable at all times; each pair of shoes that we bring to market are handmade by artisans, with the best raw materials and high standards. We also have removable accessories that allow your shoes to go from casual to elegant and become the best ally for your event.



The key to the success of Adriana Villegas' exclusive shoes lies in its focus on comfort, personalized attention, and designs that go beyond the ordinary. Through a thorough process that includes precise measurements, the company creates shoes that are perfectly tailored to each customer's individual needs.



In a world where fashion and functionality converge, Adriana Villegas' exclusive shoes stand out as a true masterpiece of contemporary handcraft. With their unique combination of style, comfort, and avant-garde technology, these shoes are not only a fashion accessory, but also an investment in the well-being and satisfaction of the customer.

Adriana Villegas
Cali, Colombia
@adrianavillegasn

A professional microphone on a boom arm is the central focus, set against a background of a wooden lattice wall. A laptop is visible in the lower-left corner, and a black chair with a cane backrest is in the lower-right. The scene is lit with soft, natural light, creating a warm and professional atmosphere.

"Wedding Planners uncovered by IADWP".

**Our Chapter Head Costa Rica.
Je Rey Cervantes tells us how the Podcast of our beloved
association was born.**

Do you know what a Podcast is?

Podcasts are digital audio files that can be listened to online or downloaded to be played in your car, mobile device, or computer. These can be recorded in different formats, such as interviews or talks on a specific topic. They work in a similar way to radio programs, but with the advantage that users can choose when and where they want to listen to the episodes. Podcasts can cover a wide range of topics, from news and politics to comedy, history, technology, health, fashion, and more. Podcasting is like radio, but the content is on-demand and can be listened to whenever the customer wants. Its format has a high communication power, which can transmit many topics. In other words, there are no limits to creativity. IADWP is not lagging behind and is launching its first podcast in 2024.

At the last Wedding Congress, which was my first IADWP conference, I already had my Costa Rica Wedding Planner podcast in motion. One of my main goals during the event was to be able to interview Kitzya Morales (our esteemed Director). I made multiple attempts to contact her on several occasions, hoping to secure a few minutes out of her busy schedule during the congress in the Riviera Maya. I wanted to be able to do an informative podcast about our experience at the LAT 2023 Congress, but it seemed to be an almost impossible task.

Finally, after many attempts Kitzya answered me and said: "of course we will do the podcast Jeffrey". My heart almost burst with excitement and I set off to be able to have the best spot in the congress area without anyone bothering us, to document our podcast.

This is the story of how the IADWP Podcast was born. Months later, our director, Kitzya, approached me about taking over the association's podcast, and of course, I said yes. The idea was to interview the world's

best wedding planners, address various wedding-related topics and create content for our romance tourism community.

The initiative arose from the need to address topics from the world of events such as decoration, entertainment, food and beverages, photography and video, wedding cakes, the best venues for events, trends and fashions in events, and also, why not, the gossip of the most famous weddings in the world.

Of course! If you want to be part of this great project, you can send us your topic suggestions, along with your contact information and we can consider your proposal, and maybe you will be the next interviewee in our new social network. We are waiting for your topic proposals! Contact us for more information.

This month we will have our first podcast, where we will interview the biggest stars of the wedding world, don't miss it! Be sure to follow our podcast, it's going to be amazing!

Creating a podcast channel is an excellent idea for sharing content with your community. You can start by researching free platforms to host your episodes and plan the type of content you want to offer. Inviting others to participate can also enrich your podcast and attract a wider audience.

Good luck on your podcasting adventure!

Follow us, Wedding Planners revealed by IADWP

<https://open.spotify.com/show/6EVoO2GOP6Y3qvP4L6zmMI?si=e8d6abe5b88a4681>

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Podcast of Costa Rica Wedding Planner

<https://open.spotify.com/show/2XV3wVwLIMhc6WZ2rEATWC?si=2a88ac2a802c4be9>



Wedding Rings

A perfect symbol of love

A perfect symbol of love, this is how wedding rings are considered, since it is what the newlyweds long to wear for the rest of their lives after the "I do", that's why it has to be perfect.

The wedding rings are rings that will be exchanged during the ceremony as a sign of fidelity and infinite commitment, the use of rings by brides dates back to Pharaonic times where the circle represented eternity, while for grooms this tradition was adopted in the mid-twentieth century.

It is considered that from the mid-twentieth century, it began a widespread trend as a representative symbol of the wedding ceremony and had to be worn on the ring finger of the left hand. There was an ancient belief that in it, there was a vein called "vena amoris" or "vein of love" that went directly to the heart.



Another important part is to limit options, that is to say, that you choose between the stones you like the most; diamond, gems, or your favorite stone. You will possibly have to select between gold or platinum. Currently, there is a tendency for white gold. Also, there is the decision to make them simple or with details or possibly to match the engagement ring.



Before you say yes to the perfect ring for your wedding I would like you to take into account these important details that will make your choice the right one. One of the most important points is that you should buy it as a couple, since it will be an element of union that will have your essence and desires of married life. This will help you to determine if you want equal alliances or with personal details that determine your individuality as people and as a couple. I recommend you to visit several options before making the decision.



Start looking two to three months in advance, and remember to give yourselves enough time to find the wedding rings you dreamed of because every detail is important for your big day. Keep your lifestyle in mind because you will use it every day. When you choose it, it will become something that you must wear in every occasion of your daily life.



Take into account the quality of the jewelry, make sure it has the two marks inside the band, the manufacturer's brand, and quality, for example 24K or PLAT, acronyms used to verify the quality. Here is a guide to choose the precious metals that experts recommend for wedding rings.

Yellow gold is considered an excellent choice for traditional brides and grooms, here it is recommended 18 or 14 carat, it can be combined with various metals and adapt to the daily life of the couple. The minimalist trend in finite but elegant rings in yellow gold is what is being seen in couples for this 2024.



White gold is perfectly combined with diamonds in different designs, mainly according to the bride's personality. The groom prefers it a little wider and with few rhinestones. The jeweler should always look for the comfort and taste of the couple.

As for platinum, very few people choose it because its price may be higher, however, its durability is longer. If this is your style, but not your budget, you could think of palladium as an alternative due to its similarity in color, but with a more accessible price.



Remember that the most important thing is that your wedding rings should have that meaning of eternal bonding as a couple. Do not take away the true meaning that they carry so that every time you see it, it reminds you of that great love between you and your partner.

Lissner Ortiz

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