

20 FOR 2015

TOP HOUSTON WEDDING DESIGNERS, FLORISTS
AND DECORATORS TAP THE 20 BIGGEST TRENDS AND MOST
ALLURING LOOKS FOR THIS YEAR'S WOW WEDDINGS.

Bold color, a little shimmer, a lot of floral and plenty of personalization: No cookie-cutter weddings are allowed for 2015, as brides and grooms put their signature stamp on their day, through decor that speaks to their past and celebrates their future.

Prime Palettes

TOTALLY 80s TABLETOP

"If there is a mascara color from the 80s, use it," says Jill Vidal, owner of rental and design company EB Inc Events. "Electric blue, violet, bright green, geometric prints, and sequins, are hot. Also, black and white is making a huge comeback." And don't be afraid to mix high-contrast prints, like stripes and florals.

writer **CHERISE LUTER** ~ photo **D. JONES PHOTOGRAPHY**



location HOTEL ZAZA
decor & flowers DARRYL & CO.

“The romantic feel of the French countryside has been a popular theme for a few years, but if you add the bold colors of 2015, you get a whole new look.”

Darryl Murchison
DARRYL & CO.

ROSE GOLD STANDARD

When it comes to weddings, “Rose gold is the new gold,” declares Johanna Terry, owner of Johanna Terry Events. Bold gold is huge on fashion runways, but softer rose gold is the metallic of choice for wedding decor and rentals. Her favorite pairing: rose gold with blush pink—a perfect marriage of romantic colors.

THROW SOME SHADE

Couples wanting to keep it simple can opt for one color, but include varying shades and tones of that color to add interest. For instance: “shades of green, including avocado and grass green, or bright pink with raspberry and coral,” says Vidal. Try bright tones for the ceremony, then shift to the darker hues for the evening reception.

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Dream Themes

COUNTRY COOL

The romantic feel of the French countryside has been a popular theme for a few years, but if you add the bold colors of 2015, you get a whole new look. "What we are doing now is taking those ivory muslin-covered traditional chairs and reupholstering them in textiles like bold-colored velvets," says Darryl Murchison, the creative mind behind top event-design company Darryl & Co. "It's classic design with a punch."

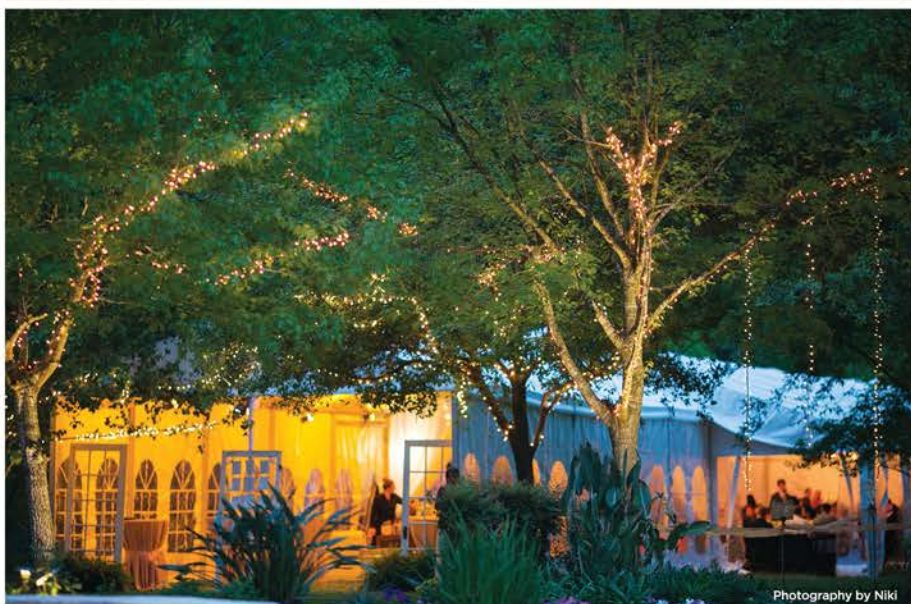
BOHO HAUTE

Think beautiful prints, decorative lamps and casual dining. With its residential feel and air of relaxation and decadence, the Bohemian theme is a huge trend for couples looking to bring an exotic insouciance to their celebration. But, Todd Fiscus, owner of design firm Todd Events, urges couples to proceed with caution: "Bohemian can look like an easy style to achieve, but be careful. It really takes a lot of work to make this look sing."

MIX & MATCH

When two individuals come together to celebrate their union, they bring with them individual tastes, styles and ideas—which bodes well for 2015 wedding design. Mixing and matching themes to create a unique, unified look is a major development for this year's weddings. Lisa Anhauser of LBL Event Rentals offers this example, "Rustic has taken a turn and incorporated industrial elements. This means events will have more practical features and will showcase an oxymoronic 'modern-rustic' feel." Other ideas include urban-beachy (neutral colors and cool marine blues, sand- and succulent-based centerpieces,

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glass), vintage-elegant (lace, Art Deco touches, lavish floral arrangements) or steampunk-sophisticate (Victorian light fixtures, globes and gears, blacks and metallics) on for size.

AS SEEN ON TV

Everyone has seen their share of movie- and book-themed weddings—“Star Wars” is a perennial favorite, as are “Breakfast at Tiffany’s,” “Moulin Rouge” and “The Great Gatsby.” But it’s the small screen that’s exerting its influence on 2015 weddings. “I see a lot of couples incorporating their favorite TV shows into their weddings,” says Terry, “from doing a ‘Breaking Bad’-themed engagement shoot to having a ‘Game of Thrones’-themed wedding.”

Sights on Ceremony

LUXE OUTDOORS

Setting your ceremony in the midst of a grove of trees or on a dock overlooking a lake takes advantage of all that nature has to offer. But this is your wedding, not a Saturday picnic, after all. If you’re planning to say your vows al fresco, take a bit of advice from Vidal and add a luxurious touch to your outdoor scene by adding diaphanous draping to your altar canopy, and hanging chandeliers from the trees overhead.

ALTAR STATES

Elaborate altars are a mainstay of Jewish, Hindu and Muslim weddings. But even nondenominational couples are incorporating canopies and chuppah-style structures into their ceremonies. “Brides are drawn to the substance and focal point the structures create,” says Sheli Hart, lead event designer for Flora & Eventi. “They make a great backdrop for photos, versus the traditional altar-flanking arrangements we see so often in ceremonies.”

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Todd Fiscus
TODD EVENTS

AISLE STYLE

Nothing is more romantic than a ceremony aisle covered in rose petals, but for 2015, the tradition is getting a bit of an update. “It’s increasingly popular to create patterns or ombré color graduations down the sides of the aisle, or even for the center,” Hart says. “The use of a patterned rose petal design is getting popular as well.”

ORGANIC ELEGANCE

“More and more brides are interested in floral arrangements inspired by nature,” says Bahara Jamea, wedding and event designer with Plants N’ Petals. “It is a less structured but highly designed look that does not feel too forced. I am seeing a lot of Jewish brides wanting asymmetrical floral designs on their chuppahs, which

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“Rose gold is the new gold. We will see the use of rose gold with muted hues a lot in 2015.”

Johanna Terry
JOHANNA TERRY EVENTS

adds interest to the traditional flat-top, four-legged structure. Popular flowers include amaryllis, anemones, dahlias, trailing honeysuckle, poppy, chocolate cosmos and peonies.”

Party Pretty

COMPLEMENT & CONTRAST

For this year's weddings, couples are shying away from anything too matchy-matchy, including furniture. To keep your wedding from looking like a flea market, Anhauser suggests choosing one unifying element: “Couples want mismatched pieces, but to keep it cohesive, the furniture should have a similar color palette,” she suggests. And don't be afraid to add a little of the unexpected she adds: “There's nothing more striking than a room full of solid-white furniture with pops of floral color and metallics.”



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ANTIQUE CHIC

As a way to celebrate the joining of two families, modern brides are incorporating family heirlooms into reception decor. Jamea suggests displaying pieces from weddings past: "Have mom's, grandmother's, great-aunt's, etc., bridal gowns encased in acrylic and displayed or placed on pretty dress mannequins, alongside a picture of them in the gown. If the gown is not available, other mementos of the day will work as well, especially if there are photos to display alongside them."

STAR BARS

Bar areas are usually relegated to the far sides or back of the reception room, and only come to mind when a glass needs filling. We invite you to take up one of our favorite trends for

2015, and turn your beverage station into a centerpiece. Your designer or caterer can create mini lounges with furniture and decor pieces to make the bar an anchor for the reception space, and use gleaming bar surfaces, mirrors, uplighting and candles to give it a cocktail-lounge feel. "Take it to the next level with visually appealing bar backs and floral components," advises Fiscus.

FINE FLICKERS

Our love affair with candlelight for weddings is still very much aglow. But the hottest lighting look for 2015 weddings is electric. Hanging bulbs, chandeliers and table lamps all create an intimate dining experience and elegant restaurant feel. "We love seeing lampshades. They look fantastic in any

application—with ribbon, petals, greenery, etc. We also love playing with Edison bulbs and soft-pink light bulbs. Anything that gives that soft glow adds so much to a tabletop," says Fiscus.

LOUNGE LIFE

In the past, couples had little ability to put their stamp on their reception venue. Chairs, tables, walls and even lighting was generic and, in some cases, could not be altered. But now, thankfully, customized reception spaces and flexible-use ballrooms are the norm. "We are creating architectural pieces, building out walls, and incorporating soft seating all around to give the whole room a lounge feel," Murchison says. "We are essentially designing the space more like a high-end restaurant than a reception, which means that



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couples can create an atmosphere all their own."

BIG SHOT

If a couple is looking for some serious bang for their buck, Murchison suggests focusing their budget on one or two high-impact floral pieces instead of multiple small pieces at every table. "One big statement piece will be more memorable than numerous small pieces. You want your guests to say,

'Wow,' when they enter the room, and an impact piece will do that. Have candles on each table and two gigantic pieces in the center of the room."

LOOKING GLASS

And speaking of mirrors, reflective surfaces are one of the most popular decor items for 2015 wedding, Terry says. Mirror tabletops, mirror-tile side tables and lamp bases, and mirror-like mercury glass, all are big for

giving receptions an air of glamour and sophistication. Actual mirrors, whether framed or not, are showing up in reception decor, too, where they also serve a secondary purpose: "Whether you use a collection of antique gold mirrors or just oversize mirrors," Terry says, "those mirrors help to make small reception areas appear larger."

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