

WINTER 2019/2020  
The Feature Edition

# ellwed

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*Joanna Sarri*  
OF GNTM

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SIGNS

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OUR BEAUTY EXPERT

*Exclusive Interview with*  
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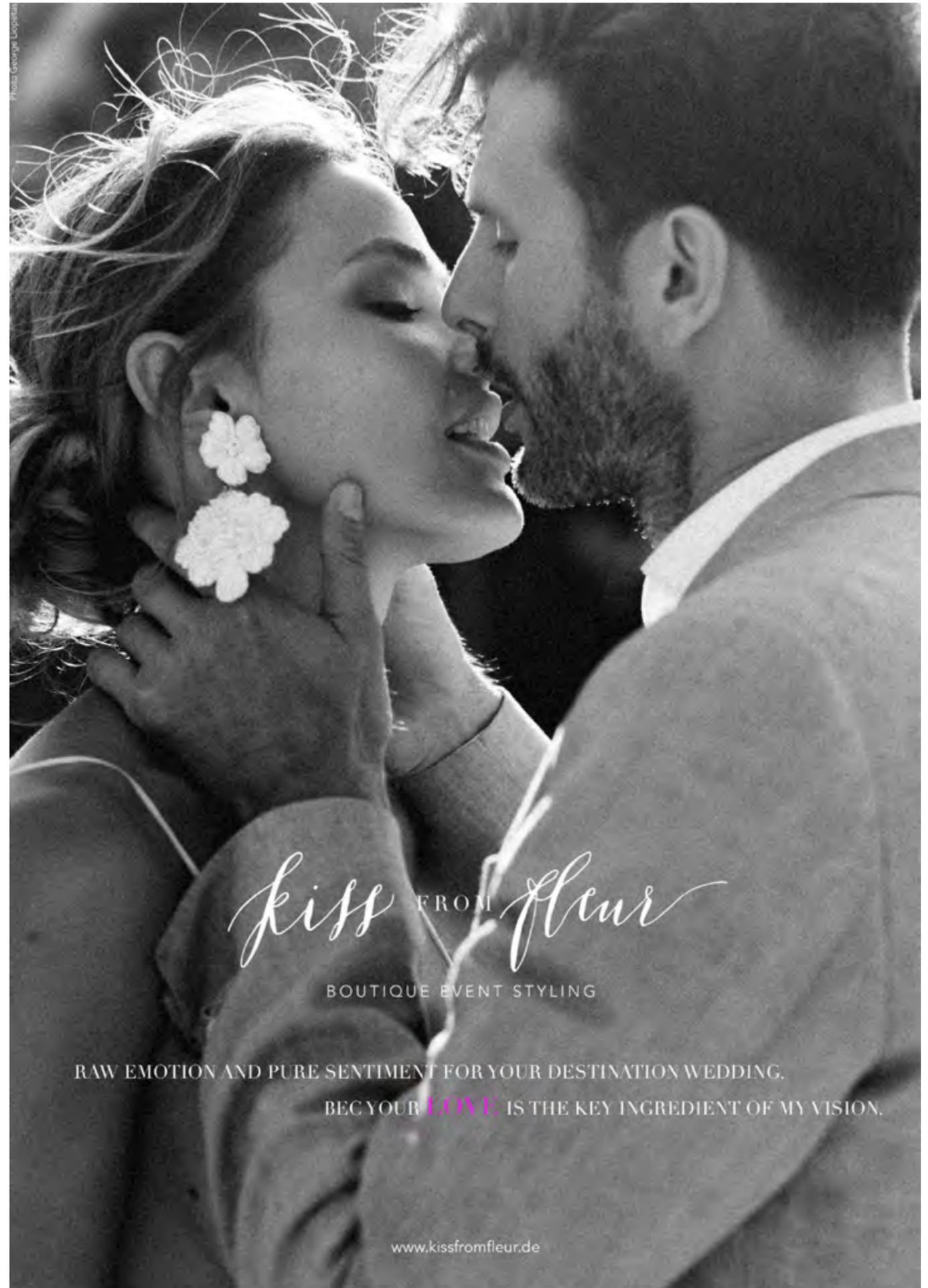




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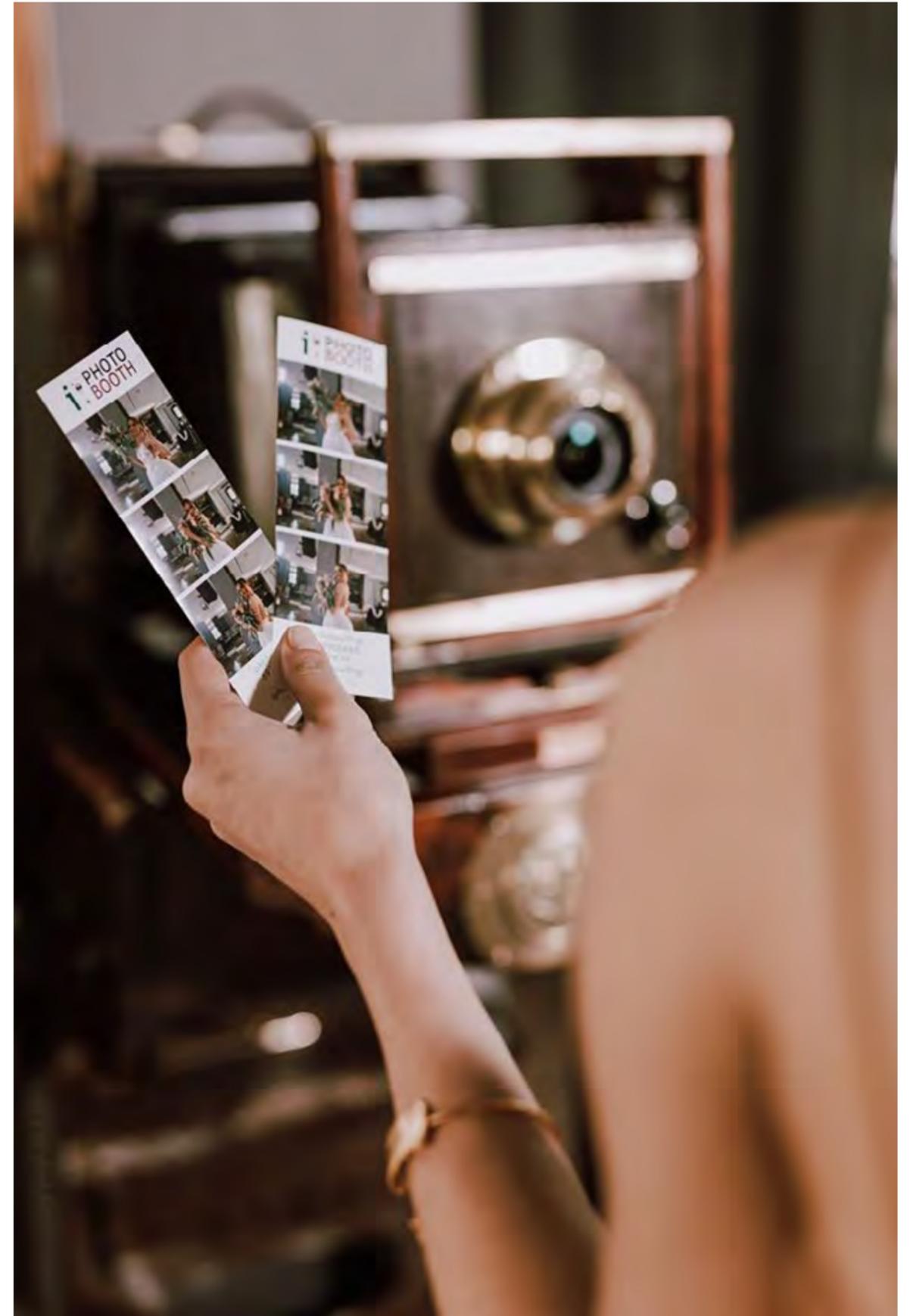


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 Florals: Comme Ça - Fleurs & Décor  
 Wedding Dress: Vasia Tzotzopoulou  
 Muah: Giorgia Xristodoulou  
 Jewelry: Iordanis Jewelry  
 Venue: Pyrgos Petreza  
 Videography: Aggelos Lagos  
 Ioanna Sarri

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Design, Styling & Planning: Mosaïque Events  
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 Grooms Attire: Gentlemen Experts  
 Muah: Giorgia Xristodoulou  
 Venue: Pyrgos Petreza  
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 Nikos Daskalo

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Coordination: Ellwed Magazine  
Design, Styling & Planning: Mosaïque Events  
Photography: Two Clicks Photography  
Florals: CComme Ça - Fleurs & Décor  
Cakes: Pavlavs Lab  
Wedding Dress: Vasia Tzotzopoulou  
Grooms Attire: Gentlemen Experts  
MUAH: Georgia Xristodoulou  
Tableware: White Lilac Rentals  
Decor Rentals: Prop Deco Rentals  
Jewelry: Jordanis Jewelry  
Venue: Pyrgos Petreza  
Videography: Aggelos Lagos  
Couple: Ioanna Sarri and Nikos Daskalo

# Start with a Bang!

2019 was a year of mixed feelings and I am sure you can relate. However, we choose to focus on the good and this year brought us so many great opportunities like our Ellwed party and collaboration with Bridal Expo. Ellwed was also invited to sponsor Wedding Circle for wedding professionals, which was one of our goals to be part of a great community of all wedding pros and now also the DWP Congress! We also had a chance to travel and create covers all over Greece and making new friends!

But the greatest experience of all this year was to plan our first party with collaboration and support of all these amazing wedding professionals who have trusted us with their expertise and services, many of are also featured in this issue!

Although this year seemed to pass me by faster than I could have imagined and there was not enough time to realize my new year's resolutions of 2019, there were many new and exciting projects at Ellwed in this year! Now we are getting ready for the 2020 and we want to step into the New Year with a BANG! That is why we invite you to join us at the Bridal Expo on 11th January 2020 at 9pm in Zappion, Athens, Greece!

You might have set your goals for 2020 already and now we urge you to take action! Write it down, then pin it to the wall, where you can see it every day. It can be as small as taking better care of yourself or be kinder to others. Simply do it. Because words are just words, and actions really do speak louder, you need to make it happen.

This is an incredible opportunity for us and we are so grateful to the whole team who are making it happen!

Our community is growing with every step, and you would not be reading this right now, if I wouldn't take action on the beginning of the year. Honestly, we couldn't do this without all of you and we want to celebrate you in this issue!



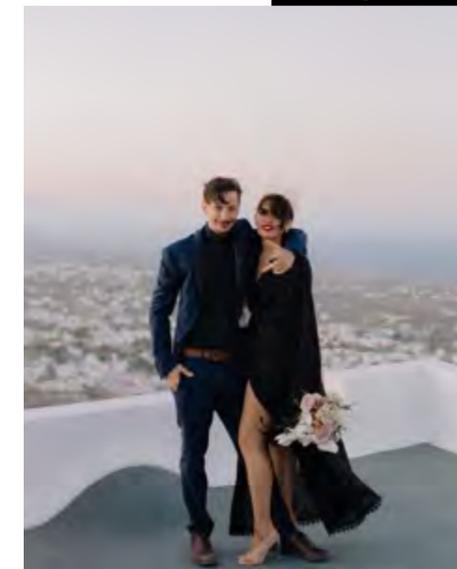
One of my favourite photos - 108  
Photography, Two Clicks Photography



The Letter Co.  
Trendy Neon Signs  
page 91



Photography: Rebecca Carpenter Photography  
Meet this Florist  
page 81



Photography, Days Made of Love  
Push the boundaries  
page 95

We want to inspire you with beautiful weddings and new ideas for your winter wedding or holidays in Greece!

And our surprise for you! In our last issue of the year and may I say it, best so far, we are announcing Best of Real Weddings and Best Wedding Inspiration of 2019, which we have seen in our magazines through the year! The choice was tough and we had to be really strict about the selection process. If you can't wait, skip to page 153 to find out.

Do turn to page 108 because you won't want to miss our Cover Shoot Editorial with all the beautiful inspirations created by our team. You can find all the vendors who made this shoot possible and created this beautiful Dashing Monochromatic Eco Inspired Cover Shoot in Athens on page 21.

Make sure to read the interview with Kostas from Red Box Days on page 75. Then get to know the force

behind all the letters and neon signs of The Letter Co on page 85! Now, take some time for yourself, make a cup of hot tea or coffee and get yourself comfortable in front of the fireplace or warm and cozy sofa and enjoy our magazine!

From the bottom of my heart, Thank You!

From all of us at Ellwed, may your New Year be as creative and prosperous as you want it to be. Let's grow together! Let's celebrate the New Year with the amazing new projects and great news!



Photography, Maxeen Kim

*Lots of love,*

SANYAPERCIC, EDITOR

COLLABORATORS & CONTRIBUTORS OF  
ELLWED MAGAZINE  
WINTER ISSUE - THE FEATURE EDITION  
ISSUE NO. 11  
MAGAZINE PUBLISHED BY ELLWED.COM

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ELLWED STYLED COVER SHOOT  
SELECTED VENDORS

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Design, Styling & Planning: [Mosaïque Event Planning & Design](#) @mosaique\_events  
Furniture Rentals: [Tore Event Furniture Rentals](#) @tore\_event\_furniture\_rentals

Photography: [Two Clicks Photography](#) @two\_clicks\_photography  
Tableware: [White Lilac Rentals](#) @white\_lilac\_rentals

Florals: [Comme Ça - Fleurs & Décor](#) @commecafleursdecor  
Decor Rentals: [Prop Deco Rentals](#) @prop\_deco\_rentals

Stationary: [Atelier Invitations](#) @atelier\_invitations  
Jewelry: [Iordanis Jewelry](#) @iordanisjewelry

Cakes: [Pavlovs Lab](#) @pavlovs\_lab  
Venue: [Pyrgos Petreza](#) @pyrgospetreza

Wedding Dress: [Vasia Tzotzopoulou](#) @vasiatzotzopoulou  
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Grooms Attire: [Gentlemen Experts](#) @gentlemenexperts  
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HEY  
*perlypinkia*

GET PUBLISHED

Share your wedding story from  
Greece with us!  
Send it to

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Photography: Two Clicks Photography  
Florals: Comme Ça - Fleurs & Décor  
MUAH: Giorgia Xristodoulou  
Jewelry: Iordanis Jewelry  
Venue: Pyrgos Petreza  
Videography: Aggelos Lagos  
Ioanna Sarri

OUR SOCIAL SCENE  
FOR DAILY IDEAS AND INSPIRATION FROM  
GREECE, FOLLOW ELLWEDMAG ON SOCIAL MEDIA

Make sure you like our **Facebook page**  
where we share our blog posts, tips, inspirations and weddings from Greece.  
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To find vendors, get answers to your questions, join our  
community on **Facebook Groups**  
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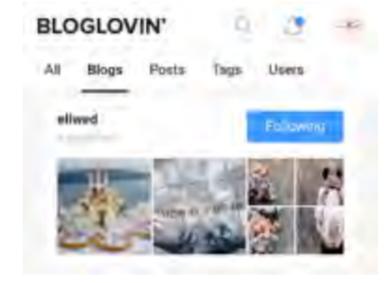


To get daily inspiration from Greece and find the right vendors  
for you, head over to our **Instagram**  
[@ellwedmag](#)

Follow us on **Twitter** where you will find inspirations and  
advice from all over the world.  
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Repin from our useful and inspirational boards with ideas from  
all over the world, from  
**Pinterest**  
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We are building Ellwed, **Vendor Treasury** for the whole  
Greece and with all destination vendor working in Greece. Pros, apply:  
[ellwed.com/treasury/](#)



ON-SITE LUXURY BRIDAL SERVICES  
FOR DESTINATION DREAM WEDDINGS  
IN GREECE  
PR ARTICLE  
BY IRENE KYRANIS MAKEUP ARTIST

After working in Canada and the US for over a decade, I am excited to share that I have just recently returned to Greece. As an International Makeup Artist and Bridal Expert with over fifteen years' experience in the Cosmetic & Bridal Industry, working

for luxury brands such as CHANEL, CHARLOTTE TILBURY LONDON, & MAC COSMETICS. The wealth of experience I have gained by creating makeup looks for over 500 weddings continues to inspire me to deliver first class results for your special day!

IRENE KYRANIS

MAKEUP ARTIST  
LUXURY BRIDAL  
SERVICES GREECE

Find Irene:  
[www.irenekyranis.com](http://www.irenekyranis.com)  
[info@irenekyranis.com](mailto:info@irenekyranis.com)  
[@bridalmakeupgreece](https://www.instagram.com/bridalmakeupgreece)

All photos provided by Irene Kyranis



There is something unique in every bride, it's about beauty that goes beyond a face. It is about emotion; it is about passion and it is about capturing the individual essence of each women on one of the most important days in her life. That is why I pride myself as a makeup artist that is diverse with all ethnicities and cultures as I share my passion in spreading joy and beauty through the art of makeup! And as such, I can offer on-site Luxury Bridal Services of exceptional standards combined with an elevated, stress free experience for any bride and her bridal party for any destination wedding; from the exotic Maldives to the jet set Greek islands.

So, what is my superpower when it comes to your bridal makeup? There is a sweet balance between a elegant blend of skilled expertise with an unmatched sensitivity to my client's needs. As your professional makeup artist I know how to keep this balance. You will receive stunning and beautifully executed makeup with flawless highlighting & contour applications for all skin types and tones tailored to your individual needs to produce a refined aesthetic which is sure to capture all that you have envisioned for your special day.



## Key Benefits to Look For

I understand how important it is to feel trust when hiring your makeup artist

in a foreign country. Helpful insight and open channels of communication is what you should be looking for. We will create a two-way conversation where you feel at ease sharing your biggest concerns when it comes to your makeup.



## What can a Makeup Artist Do for you?

- Receive a Luxury Experience with the very best in luxury cosmetics and skincare.
- Receive breathtaking fabulous results while still embracing your own unique style.

Give me the honor of unveiling your inner goddess through the magic of makeup!

A good makeup artist should be able to satisfy all your needs for your big day, such as:

- Bridal Trial for Makeup & Hair
  - Bridal Makeup Application
  - Bridal Hairstyle
  - On-site makeup & hair team suitable for large bridal parties.
  - Full Celebrity Glam Services, I accompany the bride to all photo shoot locations and provide touch ups. Plus, a full makeup transformation into Sparkling Evening Glam for reception.
  - Exclusive Makeup & Hair services are also available aboard yachts and private black-tie events.
- So, if it's important for you to:
- Feel at ease knowing that you are in the hands of international beauty professionals.



5 TIPS ON PICKING THE RIGHT SHOES  
 EXPERT ADVICE FROM SAVRANI CREATIONS  
 PR ARTICLE BY KATERINA SAVRANI

When a bride trusts me completely and chooses her shoes wisely, she'll be wearing her bespoke shoes till the morning after and... ever after.

My creations don't stop at bespoke, handmade shoes as my love for bridal fashion can be also witnessed in my personalised hair accessories. However, for this article I will give you some of my secret tips when choosing the perfect custom made shoe!

Now, not all tips are for sharing, knowing they're the unique ingredients to our success but we make sure our beautiful brides can practically see the difference for themselves. Our knowledge and experience helps make shoes both exciting and comfortable, so that our brides start this journey celebrating exactly the way they're supposed to. So let's see the five important tips for your designer bespoke shoes!

*About the Author:*  
 Savrani Creations is a brand founded by actress and designer Katerina Savrani. With a 10 year legacy is one of the top choices in the handmade shoes and hair accessories industry, offering a wide variety of styles, both bridal and formal. Her custom-made bespoke creations are designed for specific occasions, taking into consideration the aesthetic and vision of each bride to be. The Savrani Creations distinctive logo - a small red heart - reflects her clients' trust in her work as well as her own infinite love for the brand.

savranicreations.gr  
 @katerina\_savrani



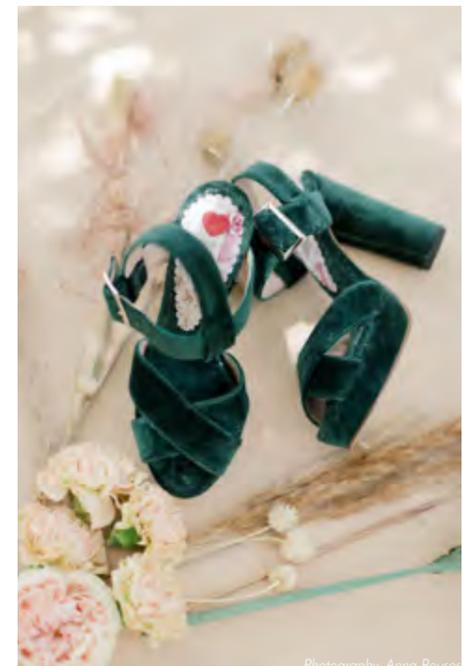
Photography, Jacobo Pachon



Photography, DANIELA RETTORE



Photography, Anna Rousos



Photography, Anna Rousos





Photography, Fiorella-Photography

Photography, Christos Mavraganis Photography

1. The decision on whether we are going to choose handmade shoes over mass produced shoes must be made at least 3 months in advance.

2. The internet helps a lot with our research. Through our research we can choose a designer whose aesthetic and vision we like. Knowing that we are going to communicate our ideas for our dream-shoe to another person makes it a more personal and personalised experience but at the same time it involves the factor 'designer'. Their input is inevitable and essential, that is why we must trust the designer we choose.

3. Once the dress is decided, we pick a shoe according to a set of rules:  
a. it must not overshadow the dress  
b. it must flatter our feet (on the basis that we recognize our imperfections,

the shoe should be able to cover them and instead highlight our assets)  
c. it should agree with the style but also the colour/tone of the dress

4. The heel height must be determined by the way we walk. When we say comfortable, that does not necessarily mean it should be 1 inch or flat. The shoe must help the body sway naturally and also help the feet move instead of being stiff. But that does not mean that the shoe is anatomic either.

5. It is important to understand the difference between a hand-made shoe and a bespoke, custom-made shoe. As customers, having decided to create our own shoes, we can try hands-on exactly what fits and suits us best through rehearsals. During rehearsals the designer makes adjustments in order for the shoe to be most comfortable.

## SOME OF THE STYLED SHOOTS FROM GREECE THAT INSPIRED THE WORLD PR ARTICLE MADE BRIDE BY ANTONEA BY DIMITRA ANTONEA

Greece is the inspiration for so many destination weddings from around the world and you may have seen some styled shoot from Greece on some of the international blogs. It is important for all wedding professionals to look forward and create beautiful ideas to inspire all the future brides to be! This is how this Greek bridal designer also captured the worldwide market and the hearts of many international professionals and blogs.

As a designer of Made Bride by Antonea, I feel lucky enough to have the opportunity to collaborate with such remarkable concepts, along with other Greek professionals that

are involved with weddings and bridal market. It was a great joy for us all to have seen the outcome of these collaborations be admired and featured on some of the biggest bridal blogs, such as Style Me Pretty, Wedding Sparrow, Bridal Musings etc.

Personally, I am always positive to contribute in nice, team efforts that level up the artistic value of all participants. To be honest, most of the credit belongs to wedding planners that create their magic on each case and photographers that are always ready to capture every single detail with their lens.

MADE BRIDE  
BY ANTONEA

*About the Author:*  
"Made Bride by Antonea" bridal atelier owned by Dimitra Antonea is one of the most reliable brands in bespoke and handmade wedding dresses in Greece. Her designs derive from her youthful enthusiasm and the flexible styles she uses are shaped in unexpected and imaginative combinations.

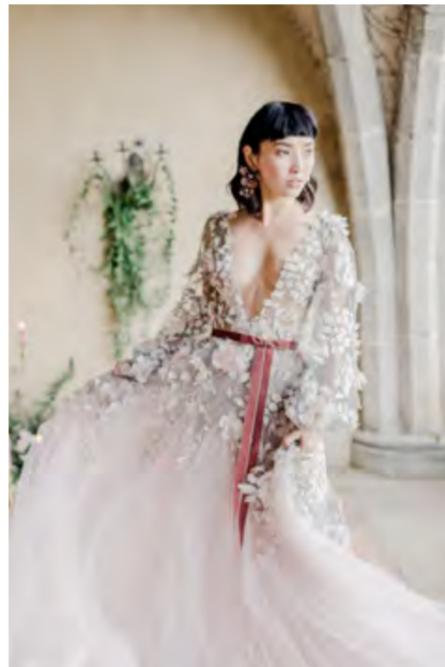
www.madebride.gr  
@madebride

Style Me Pretty chose to feature a styled shoot that took place at Villa Cimbrone in Amalfi and described the Made Bride by Antonea gown with these words: "A whimsical vision crafted in layers of pastel green and pink tulle, the bride's gown captured the fairytale essence with

floral appliques details and exquisite beading across its delicate silhouette which was accented by a velvet rose ribbon belt."

Photography: Anna Roussos & Thanos Asfis

Planning & styling: Lily of the Valley



Wedding Sparrow was overwhelmed by our beautiful Greek island Santorini were a dream team of vendors brought to life a Belle Epoque inspired styled shoot: "Belle Epoque was an era that presented Greece with delightful, bewitchingly exquisite masterpieces in art, culture,

and architecture that ensnare the senses and emotions. This wedding was inspired by the clever use of color palettes, intricate design and the unique backdrop of a 19th-century".

Photography: Sotiris Tsakanikas

Planning & styling: Tie the knot in Santorini





MAKEUP AND HAIR ARTIST  
INTERVIEW  
WITH GEORGIA XRISTODOULOU

Finally the time has come to meet this beauty star or shall we say Greek Barbie and our beloved makeup artist Georgia Xristodoulou! Georgia has worked with us on many projects and now the time has come to get to know her better! Girls, it's simple, if you are looking for a makeup professional who knows and loves her job, Georgia

is the person for you! You may be already following her and know her work from social media or some numerous styled shoots and weddings she has done, but this is the chance to get to know better her and we hope this interview will help you with all your beauty decisions!

Find Georgia:  
Georgia Xristodoulou makeup specialist  
[facebook.com/georgia.xristodoulou.7](https://www.facebook.com/georgia.xristodoulou.7)  
[@giorgiaxristodoulou\\_](https://www.instagram.com/giorgiaxristodoulou_)

All photos provided by Georgia Xristodoulou



Georgia, every time we see you, on the job or not, you are always looking like you came from a fashion magazine! I believe that your love for beauty and style is very obvious in your personal and professional life. However, you also have a very interesting past right? Tell us your story and how you became the famous makeup artist we all know!

First of all thank you for the invitation, I am a big fan of Ellwed magazine, which inspires me daily.

Since I was a little girl I was obsessed with colors and art so to become a beauty specialist was. I studied at the school of beauty service and I also started working as a freelance makeup and hair artist since 2005. I never stop informing and educating myself in my profession. I have worked with many acknowledged magazine photographers, theaters, TV and commercial photo shootings and campaigns. The last ten years I work as a bridal beauty expert because of my love for weddings, tulle, flowers and fairytale bridal details. Another exciting moment in my career is the day I represented Greece at the international contest (master's makeup award) which took place at Munich, Germany and I took the third place.

I follow your stories on Instagram and you are always exploring new locations as destination weddings are popular all over Greece! Are you available all over Greece and can you also travel to other countries if the bride ask you to? How do you usually work with destination brides? Tell us more about the process.

Yes. I am available worldwide and I love travelling to give my luxury beauty services to anyone who needs me. The first step of our cooperation is to book the date via email and talk about the theme of the wedding. Sometimes we talk about the style of the wedding dress and the style of the look she has dreamed of. Then we have to book a trial to see several looks and choose the one she fits her.

Do you believe a bride can do her own makeup or would you recommend to hire a pro? And why so? What makeup advice would you give to brides trying to do their own makeup and hair and what products would you recommend?

I believe it's necessary for every bride to hire a pro makeup and hair artist because the wedding day is a day full of stress and excitement so she will not be able to do her own makeup. Since she will have hired a pro photographer, the wisest thing to do is to have a proper makeup result. I will recommend her to keep a low profile regarding her makeup and use natural colors for a flawless look. I can't suggest specific products because every face has its own needs.

What is the one thing that drives you in your line of work and how do you know which makeup fits to which bride? Where do you find your inspiration?

The choice of the bridal makeup depends on her personality, her wedding dress, the mood board of the wedding and the style of images she will have from the photographer.

In the past years working as a beauty expert in the wedding industry in Greece, what would you say has changed the most? Do brides hire beauty experts more often?

The only thing that has changed in recent years is the way a bride searching for a makeup and hair artist. A contemporary bride finds her makeup and hair artist via Instagram and Pinterest.

What type of makeup is most popular amongst the brides getting married in Greece?

Because of the fact that most weddings take place in Greece during summer time most wanted bridal look is "sun kissed look" with gold hues and flawless skin, and loose curls.



What hairstyle is more popular amongst your brides? And do you recommend them which style would fit them better?

As I said, the most popular bridal hairstyle is wavy and loose curls, and I would definitely recommend the ideal hairstyle for every bride.

What other trends do you see picking up?

I believe that an upcoming trend is flower crowns as seen at your beautiful cover photo and smaller flower headpieces for hairstyles.



Photography, Sotiris Tsakanikas

Greece is a hot country and most weddings happen in the summer. How do you deal with perspiration and extreme heat? How long does your makeup usually last?

As I live in Greece and most weddings happen in the summer I have organized my makeup kit with time proof and waterproof makeup products and oil free primers ideal for difficult circumstances.

What happens if a bride is not satisfied with the result? Has this happened and how did you react?

Until today never happened to me. But in case something would go wrong, I would try to find out and help the bride to explain what is wrong during the procedure and I would definitely try my best to fix it as she wishes. The most important thing to me is to give to my brides the best version of themselves.

What should a bride do before her wedding day to get the best possible result and the long lasting makeup?

The only thing that a bride should do before the wedding day is to relax and enjoy the last day as a single woman (ha,ha). If she wants to take care of her skin is to do facials at least two weeks before. I tell my clients never take the risk of last minute facials because of possibility of irritations.

Is there one question that almost every bride asks you about her makeup? What is it and what is your answer?

The most asked thing is about the duration of makeup and the hair styling. I always try to ensure them that everything will be on place as long as possible. And I am always trying to do my best and make every bride happy.

And for the last question, as a beauty expert, what advice would you give to all destination brides who want to get married in Greece?

In my opinion, Greece is the most beautiful country in the world and combines history, natural beauty and warmhearted people. Also is a country with a very powerful wedding industry with upstanding hospitality and the respect to all clients, guests or tourists. As Greece offers high quality of wedding services, I can tell to all future brides to book the date and make their dream destination wedding in Greece happen.

Thank you for taking the time to speak with us for this exclusive interview for Ellwed Magazine! Your answers will surely help any bride with her decisions. Hopefully our brides and girls can get lots of information from this interview!



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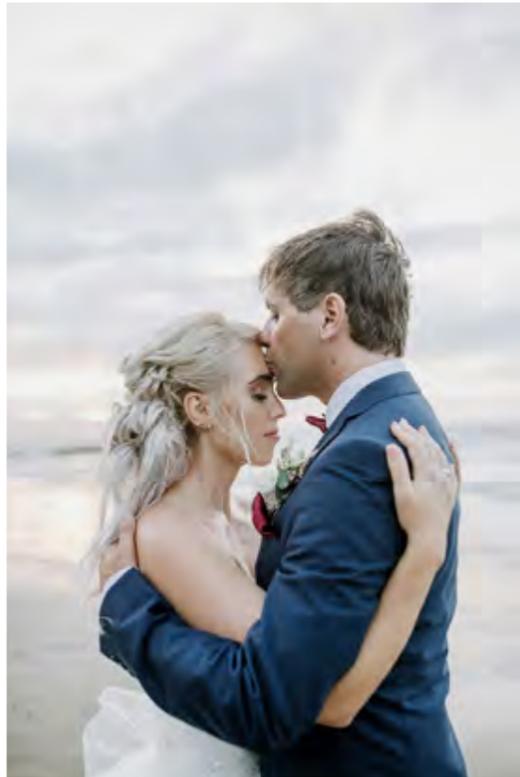
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REAL WEDDING FROM CRETE  
INTERVIEW WITH A REAL BRIDE  
BY MARGREET RIEMEIJER  
OF GAMOS CRETE

The story of true love and happiness! This couple came all over from Norway to Crete for their destination wedding in Greece! Now you can read their

story, how they met, why they decided for Crete and some of the important details of planning their destination wedding!



- Vendors List:
- Planning & design by Gamos Crete Weddings and Events
  - Photography by Irini Koronaki Photography
  - Floral design by Flower Center Chania
  - Wedding venue Costa Costa Beach Bar
  - DJ Stelios Saxoman
  - MUA & Hairstylist by Makeup by Maria Tzanakakis
  - Wedding dress by Agape Wedding Dresses
  - Wedding shoes by Ralph Lauren
  - Wedding perfume by Marc Jacobs
  - Wedding purse by Michael Kors



How did you meet?

To be honest, I met my husband for the very first time in his classroom. It's very funny, because during that time I could never have imagined that he would become my future husband and the love of my life. There was nothing going on while he was my teacher and I had a boyfriend at this time and couldn't really care less. For me Asbjørn was just a teacher that was more handsome than normal considered he was a math and science teacher...

A few years later, I met him at a nightclub in our town. At this time, I had never seen him or spoke to him again since the time he was my teacher. When I saw him, I wanted to say hello and asked how he's doing. It just started with a simple hello, and then we talked all night about anything and we didn't even see our surrounding.

After this night we kept contact and started dating. It's funny how you can have your future love in the front of your face many years earlier... and that you don't have any clue that this is the one.

Asbjørn proposed in Crete 2018 at Iguana beach. We were swimming in the sea, when he suddenly started to say many beautiful things about my personality, the way I look, how he could imagine his future with me. His wish was a lot of travelling, a big house, kids and a lot of new memories. It's not a common thing that Asbjørn is talking randomly about feelings, so this was a very beautiful and powerful moment. After his speech he went down on his knee and asked "Kristine do you want to be my wife and marry me?" My answer was yes of course!

There was no doubt that our wedding had to be in Crete. Because first of all our first trip together was to Crete. This trip was just amazing. We loved it there. The food, drinks, sea, culture, atmosphere and just everything. And then when Asbjørn proposed in Crete, we just knew we also wanted to get married at this beautiful island.

Where did you take the ideas on your wedding from?

I found my wedding ideas at Pinterest, Norwegian wedding groups and inspiration at Instagram. I'm not very creative so I am very glad that I had the best wedding planner to help and support me with the wedding. I trusted her and she made the decorations and flowers even more beautiful than I could ever have imagined.

My plan was first to fix everything by myself. However, when I realized it was too difficult to manage our whole wedding with this distance, I decided to hire a wedding planner. I googled and search a while before I found the one. We do not regret at all that we hired Margreet. She made me feel relaxed during the wedding planning process. She had control over everything, and did everything and more what I had wished for. Thanks to her this wedding day is the best day in my life!





What was the decoration style, and what colors did you choose?

I wanted very soft colors to keep it light - romantic and to fit the rest of the details. The table décor I wanted mostly white with soft colored flowers matching my bridal bouquet and the ceremonial arch which was stunning and magical. The bridal bouquet was a beautiful mix of peonies, David Austin Roses, Astilbes, Lisianthus flowers and eucalyptus greenery.

We also chose a guestbook table decorated with little macarons and different kind of sweets in soft cream, rose and light gold. All the decor was perfectly taken care of by Margreet from Gamos Crete.

How difficult was it for you to choose your wedding dress, and why did you finally choose this one?

It was one of the most difficult tasks to find my wedding dress. I had a picture in my head how I wanted the wedding dress to look like, but after trying so many, none of them gave me the real 'wow factor'. Later a pro said to me "try this one, I think this will look stunning on you". I even got a bit angry because that dress was a wedding dress I already imagined that I would never wear. I was like "Yes, I can try it, but I know I won't like it!" I have never been so wrong... when the dress was on, I felt so gorgeous and I knew this was the one. I felt happy, glad and beautiful. You can never know exactly unless you don't try to fit. From hating this dress, to put it on and just love it!

What was your favorite moment on your wedding day?

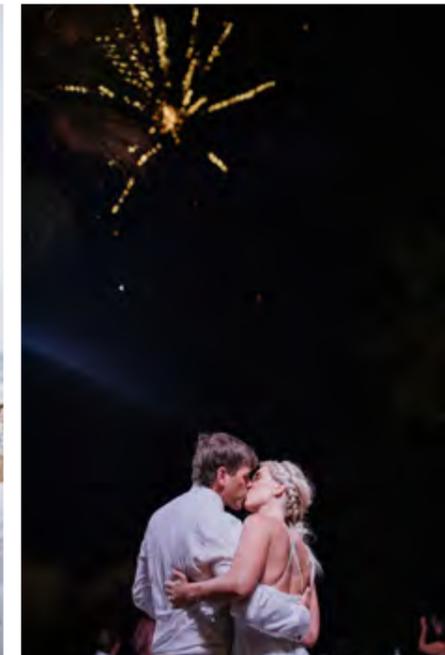
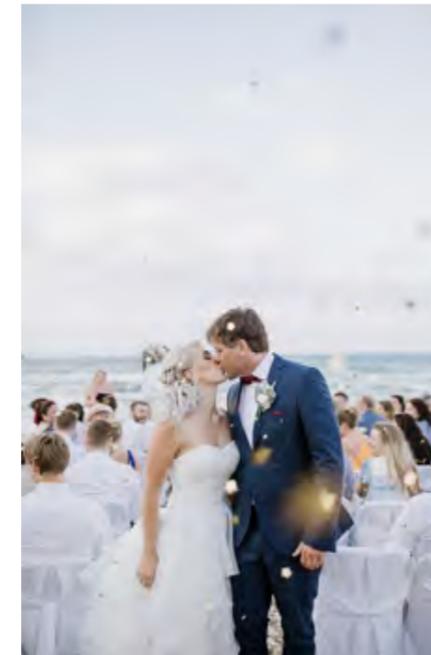
My favorite moment on our wedding day was definitely when we danced our wedding dance on the song: 'The time of my life', since we practiced so much for this and I felt a bit nervous too. After the song the fireworks came which was the most romantic moment of my life. And when the fireworks came when we were finished with the dance. A moment I will never ever forget.

Would you recommend Greece to your friends as a wedding destination?

I would recommend Crete/Greece with all my heart. The island is so magical. Truly beautiful locations, amazing beaches, lovely people, so friendly and there is something to find for any guest in Crete and absolutely also for any kind of budget.

What would you advise the brides-to-be that are now on preparations for their destination wedding?

I will just advise one thing to brides to be for their destination wedding, and that is hire a wedding planner like Gamos Crete as early as possible. It is worth every penny. Margreet helped me with anything I needed and could ever wished for. It saves you a lot of time, stress and hard work. Wedding planning is really something for a pro and brides-to-be can't see the small details which are so crucial. To fully enjoy the period towards the wedding and the wedding day itself. And if you will marry in Crete, I recommend Gamos Crete with all my heart. Margreet stood by us all the time and we couldn't have wished for anything more.





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CREATING A COHESIVE LOOK FOR  
 YOUR WEDDING  
 EXPERT ADVICE  
 BY VALIA KANELLOU FOUNDER OF  
 PARTY AND CO.

When starting your event planning, the most important initial step is to choose a theme. Whether it's a few colors or an actual theme (like the Mystical garden or Boho Chic, for example), choose something to design your wedding around. It will be much easier to make design decisions around these colors or theme, making the entire production

look cohesive. The next step is to choose an appropriate venue which fits and matches your theme. It is essential that your venue incorporates either some of the materials and/or the colors of your theme. This will help avoid having to use many additional and unnecessary extra decorative elements to achieve your desired look.



*About the Author:*

Party and Co. was founded in 2013 in Athens, Greece. Our design studio can provide you with creative, inspirational, imaginative, innovative ideas that will give a cohesive look and flow to your party. We can design a whole range of products especially fitted to the theme of your selection.

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Photos by Party and Co.



## Visualizing Your Ideas

Don't overwhelm yourself with all the inspiration that's out there. Once you decide on your wedding style, try to stay focused on that. Get a good sense of the type of style you like and express it on something like a mood board. Bring your wedding mood board with you for every vendor meeting. They say a picture is worth a thousand words, and that couldn't be truer here. Everybody visualizes different, and this is going to ensure everyone is on the same page. Some of the items you could include in your mood board are: Colors, patterns, materials, flowers, invitations, cake, wedding dress and any other details that can help you visualize your theme.

## The Right People

Choosing the right people is also a very important matter. You need a wedding planner and/or vendor that can bring your dream wedding to life. Try to choose those that share the same aesthetic sense, as yourself. When choosing vendors, do not look at just one item of a specific vendor but, try to visualize if a substantial amount of the vendor's work could be incorporated in one of your life events. A difficult task for the bride is to describe her vision in full to the people that will make it happen. It is helpful for achieving this cohesive look, to work with a limited number of people.



## Your Event Preview

The invitation is in a sense the preview of the event. All of us have heard the importance of first impressions. The invitation is the first and only thing that will inform your guest of the style of your event. It can give them an idea of your theme and also help them understand what the appropriate dress code is. That's why we strongly believe, that the invitation should follow and be designed according to the wedding theme. An ultra-formal, traditional invite with letterpress and calligraphy will give guests a hint to the formal nature of the event, where as a modern invite with a playful font and bright colors would fit a much more casual style. Traditionally, invitations go out six to eight weeks before the wedding, that gives guests plenty of time to clear their schedules and make travel arrangements if they don't live in town. If it's a destination wedding, give guests more time and send them out at

least three months ahead of time.

Most couples also send out save-the-date cards. They go out at six to eight months before the event. Save the date cards in our opinion are mostly required if you are getting married abroad or close to a holiday season. Include a map or additional information to help out of town guests find your wedding location. The same applies to destination weddings. We would recommend using an extra card to include the map and additional information, in order not to distract from the overall appeal of the invitation. Additionally, the extra card will help avoid confusing your guests and taking their attention away from any important information on the invitation. If you have chosen our scented porcelains or candles as favors, you can also request that we scent your invitations with the same perfume. It is an amazing idea, to add a specific and personalized scent to your wedding.

## Final Impressions

The last impression of your wedding that your guest will have, is the favor that you have created for them. Your guests are the ones that made your event so special. They are the ones that followed you perhaps to the other side of the world to witness your joyful moments. For this reason, the favors given, are a sign of appreciation. Whatever you choose as a favor, the primary rule is to follow the theme of your event. The favor should make the guests recall, even after the passing of years, their presence at your wedding. For example, if your event was a beach wedding and you were using starfish as a distinctive feature of your decoration, you could make a starfish coaster as

a favor. Your guests will immediately reminisce that day of your wedding. When designing the favor, you should always have in mind that if you want your guests to use this favor, you should avoid placing on it your full name. It is better to use a logo with your initials hidden or an element of design that was a definable part of your event. Alternatively, your name can be placed on the packaging of the favor. If you wish the favor to be kept and used by your guests, the best test is to first ask yourself, if you would keep and use such a favor.

Hope these tips were helpful. You should enjoy the whole creative process and don't hesitate to contact us if we can help in any way.

Photography by George Liopetas



SKIP THE WEDDING STEREOTYPES  
PR ARTICLE  
BY GEORGE STRATIGIS

While I really doubt about labeling & titles, talking about aesthetic it's never easy. My approach on wedding photography is, let's say a contemporary, off-the-cuff reportage that utilizes a wedding's moments against my experience with composition, action and light. Capturing genuine moments from an editorial perspective, consistently make sure the bride and groom feels comfortable, and they appear as the best version of themselves, all while capturing the intimate emotions between them. I draw from their energy & I am totally focus on them. I aim for timeless, elegance and authenticity. My best photographs come out of natural expression and a slight touch of my direction. Casual moments are more powerful than forced sentimentality.

Since I try to capture that vital energy and create photographs that are evocative, meaningful, and memorable and have an impact through the time.

Shooting other types of projects besides weddings: fashion editorial, advertising films and experimental personal projects, I consider myself a visual artist. And this diversity of creativity is what I believe can keep my work fresh and inspired in a variety of layers. It means also that I am quite selective about the number of weddings I shoot a year, given a number of other obligations I have to other projects. I would say my ideal client or couple doesn't have a certain "typical attitude" because I am looking to meet real personalities that will influence my photographs.

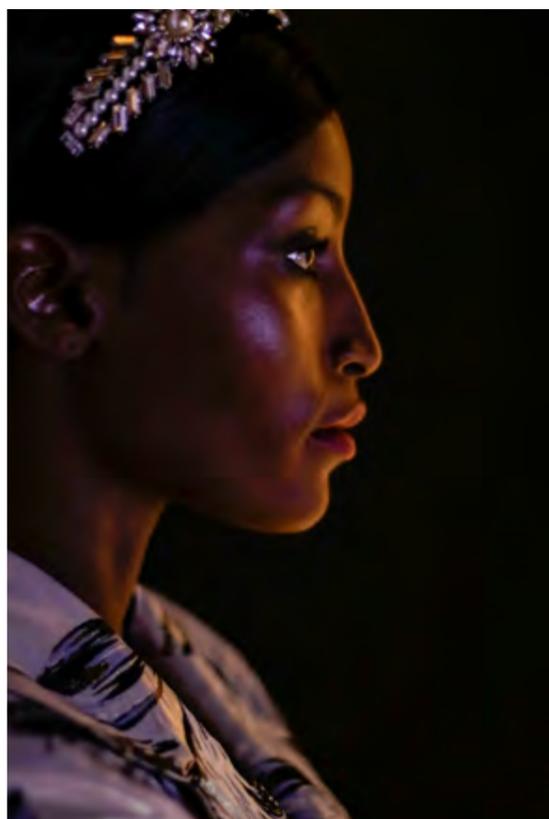
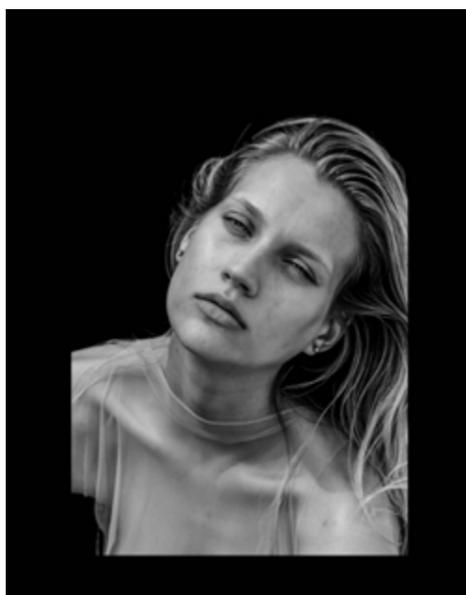
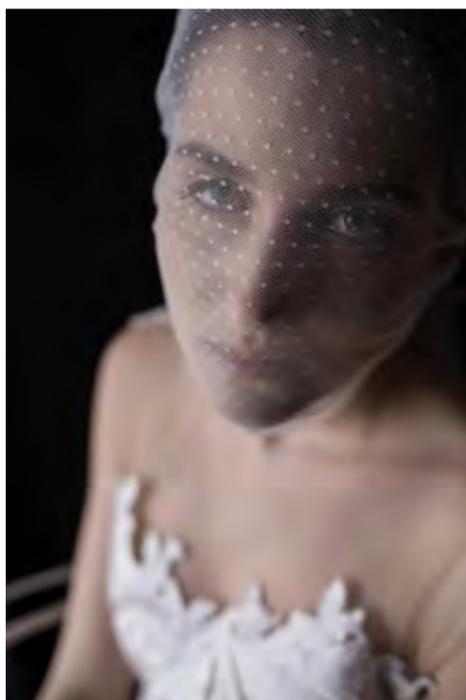


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All Photography by George Stratigis



Yvonne Bosnjak  
Photography, George Stratigis



*The best photographer for your wedding*

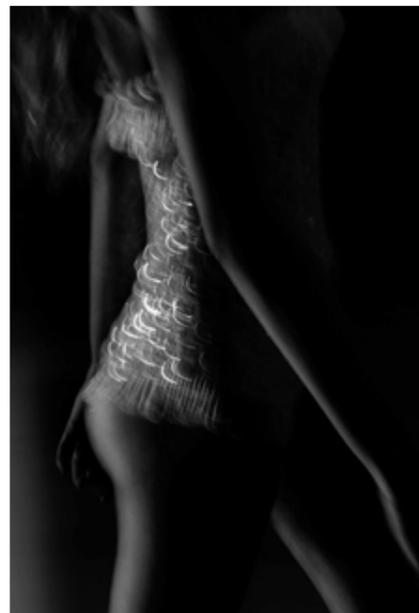
To choose the right photographer, it all comes down to your character and your style. Personally I value the artist's statement, the visual approach, the portfolio. I value the personality. And as a matter of fact, I need to know whose there for me and sure, the price. So, as a photographer willing to be photographed on my wedding day, I would choose to have a discreet artist who can kindly surprises me by the result, his presence as well. I would consider first what I like on their portfolio presentation, on the photographer's Instagram account, or either how does it feel when meeting an artist who speaks to me through his ideas, before any decision. Nowadays, spending so much time on social media, photography has become a visual language, the fastest way to wonder and communicate. We can choose a photographer that represents our language, express our interpersonal feelings and spread our message to the world.

*What style of photography suits you best?*

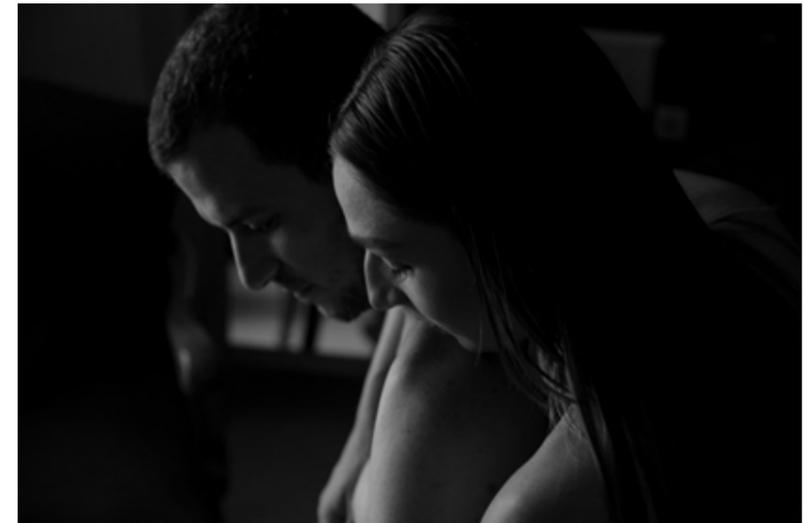
Of course the photographic style is very subjective. Personally I like the sense of the original & experimental subversion, I do like black 'n white, but also color. There are trends like that very bright, light aesthetic with overexposed, a bit desaturated colors. Some photographers use a still-life approach like fine art, requires the couple to pose on epic ways without moving. Others do reportage using very wide angle lens, which kind of transforming people and give the sense of action. And there is also I would say a new wave, upcoming trend of underexposed – deep warm colors, which I really appreciate the last few years.

## Posing or spontaneous? Inspiration takes time

And here is another subject of wonder. Do I need to pose in front of the camera? The answer is as simple as. Well, just simple. It doesn't matter, do what you feel like, photos will be a blend of successful and less successful expressions, behaviors and moments that photographer will approve or reject later on at his editing conspiracy. I do personally feel bored if someone poses by saying before "please, can I have a picture" while on the opposite side, I do ask people to freeze, stay still or repeat maybe something that I want to reframe.



After all my experience in the industry of imagery, I have realized that, whenever you're about to negotiate your work, any kind of exchange, there's never a single mention about a very important factor, the inspiration. After each wedding all photographers always face the same issues while delivering the products on time. There are few things to know about your delivery deadlines. In summer season photographers and videographers are running to catch the dates and keep on winter time fighting between the question of holidays, editing and delivery to the clients. From the side of the artist, I never deliver my big projects before the deadline. And that's a matter of fact, you need time and then you need more time. And it's not about laziness, tiredness after a busy season. It's just one single thing, Inspiration! Practically, inspiration requires time consuming, personal time and time from our family. That's why many creative photographers choose to shoot less dates, to keep their projects fresh and inspired.



## Legacy

Photography is the only proof, we've been here, there, elsewhere, we did it victories and here we are now. It is a chapter on the latest human history, the history of our families and the proof of our glorious life. Photography is a multi-layered footprint of human race through our intergalactic trip in this universe. At the end of the day, Wedding Photography feeds my sense that what I created, has a substance and meaning for the people and it's not just a luxury product that marketing has claim for.



Atelier Zolotas  
Photography, George Liopetas

## WHAT CAN A WEDDING STYLIST DO FOR YOU?

EXPERT'S ADVICE

BY ANNA JILL OF KISS FROM FLEUR

Have you heard of the expression "Perfect Imperfection" or "Less is more"? In my opinion it is not about overloading a venue with flowers or to have a colour dominating style. For me, it is more important to transform any desired venue into YOUR own venue with the well-directed application of colours and style elements, without seemingly over-styling the whole look. I believe in nonchalant detailing, but specifically placed which will make your event timeless and to be remembered for ever. You will always look back on it with pleasure for the rest of your common lives.

As the stylist behind "Kiss from Fleur" with long working experience in

fashion and wedding industry, I believe that if you are setting up an event you need a stylist. If you want your event to be successful and memorable, you need an event planner as well as a stylist.

If you are a bride you are probably debating if you want to hire a wedding planner or not. But have you ever thought to hire a wedding stylist? While you have a vague idea of how you want your wedding to look like, you may not have all the skills to pull it all together and make it look cohesively beautiful. That is why I prepared for you five reasons why you should consider working with a stylist.

#### Vendors List:

Wedding Styling and Panning: Kiss from Fleur

Photography: George Liopetas

Wedding Planning and Styling: Kiss from Fleur

Event Rental and Coordination: Ceremony by Rakor

Flower Design: Petridis

Bridal Dresses:

Chuppah and Pampas Heart: Atelier Zolotas

Bamboo Backdrop: And for Love via Ghost Orchid Bride

Make up: Giorgia Kristodoulou

Hair: Giorgos Athanasiou

Videography: Beyond Vision Aerial Filmmaking

Stationery: studio vanhart - Papeterie & Design

Golden Mirror: Mairi Mparola

Grooms Suit:

Chuppah and Golden Mirror: Sur Measure

Bamboo Backdrop and Pampas Heart: The Bloke

Tablerunner: Silk and Willow

Couple: Ada & Juan

*kiss FROM fleur*  
BOUTIQUE EVENT STYLING



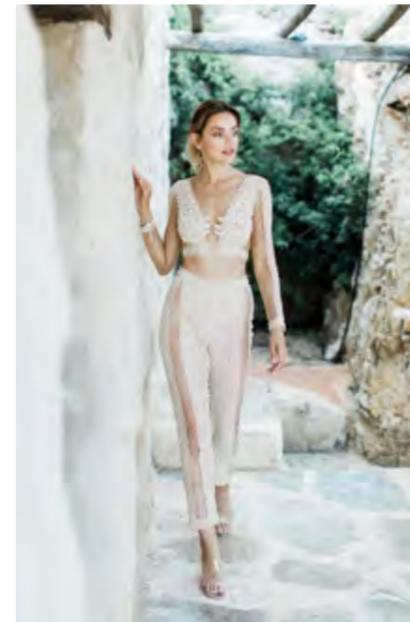
## 1. What is the difference between hiring a wedding planner and the stylist? 2. Advantages of the planner and the stylist?

You can think of wedding planning as the base of a wedding. Your wedding planner organizes, sources, manages, checks, controls, and trouble-shoots everything that needs to be done before, while and sometimes even after the wedding.

A wedding stylist is much more like the make-up of your wedding: the colors, the fabrics, the flowers, the ambience, the table scape and the common thread – simply everything that makes you and your guests feel amazed and carried away into another world, should be matched with your personal style by a professional wedding stylist with a background in design.

Engaged couples often don't have much time to plan and organize their wedding right down to the last detail. And some don't really care much about matching colors, stylish decorations or exceptional designs.

Hiring a wedding stylist, such as myself for instance, will make your life so much easier as we can create bespoke concept to fit your personal style. Just choose a venue that you love and let your stylist do the rest. Your venue is a beautiful white canvas, waiting to be personalized just for you. Once you are clear on your vision for your wedding look, the stylist will find the perfect vendors, work closely with them to design your desired wedding style. Let us take the stress off your hands and in the end you can be sure that everything will fit harmoniously together. From the ceremony to reception, flowers and table décor to your stationery and even your wedding dress will all match cohesively.



### 3. Responsibilities on the day

Some couples allocate their responsibilities to their family members or friends just to save the money a planner/stylist might cost. But that also means not everyone will be able to enjoy and experience this special day to the fullest as they have to fulfil certain tasks during the wedding day. Hand over the full responsibility to your stylist and they will make sure everything visual will be just the way you wanted it to be. You can then focus only on the important things: your emotions and creating long lasting memories.

Whether you're having a lavish feast or an intimate elopement, encapsulate your distinct style and character with the help of your stylist. Each, will have their own style and approach, which you should pay attention to. Personally, I approach every wedding concept with passionate creativity, artistic aesthetics and the unique appreciation for fine arts, with the aim to reflect you as a couple.



### 4. Your individual source of ideas

Just like you, every wedding is different from another. That's why I focus on composing visually engaging signature style elements that mirror your personalities. A good stylist should be a mood maker who evokes emotions and sets the scene according to your individual visions. They should design your bespoke wedding without forcing a ready-made style package full of non-negotiable elements upon you.

As a wedding stylist with experience in design I have the ability to understand what it takes to execute my concept. I work with a variety of vendors from which I choose, coordinate and control the ones that will be able to do the requested design and understand my visions as well as the upcoming process to guarantee you the perfect overall look. From flowers and cake, to stationery and venue decoration – you'll get all that and even more from a single source – your wedding stylist. Make sure to assign your wedding stylist thoroughly and look for someone you feel connected to. It is very important you're on the same page and feel comfortable working and spending time together while planning.



### 5. Destination Wedding Styling

A destination, which is an absolute insider tip, is Greece. Clearly, white sand, hidden bays and turquoise sea are perfectly suitable for an unforgettable beach wedding. But how about a dreamy winter wedding

in the mountains? Or a bohemian inspired country wedding on a donkey farm? Because, hardly anybody knows that Greece has this to offer as well. But personally, I fell in love with the rose golden sunset, which especially in autumn, transmits an unbelievable calmness and let the white houses appear in pale rose light. Greece casted its spell over me and if you are anything like me, you will absolutely love your Destination Wedding there.



# MIXMIX

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WHY DO YOU NEED A SOUND AND  
LIGHT RENTAL COMPANY AT YOUR  
EVENT

PR ARTICLE MIXMIX SOUND AND  
LIGHT

BY MICHAEL MICHAS

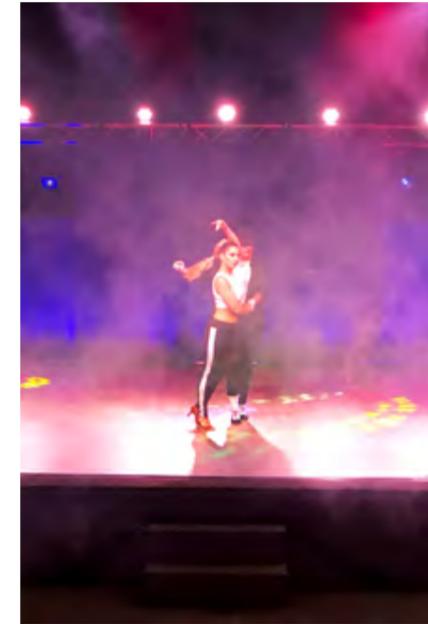
Whether you are planning a big or a small event, you will probably need sound and light equipment. So, you need MIXMIX Sound and Light! The company with long lasting tradition and experience with big or small events with Michael Michas who is the force behind the brand and has been

involved in the music industry ever since his childhood. His love for music was the reason why he started working as a DJ in high school. As the years went by, he realized that he wanted to turn his hobby into his dream job. Now find out what MIXMIX have to offer for your event in Greece.

**MIXMIX**  
*Sound & Light*

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Images provided by MixMix



“I started working as a professional DJ for different projects as well as social and corporate events and in 2003 I founded my company, MIXMIX Sound and Light. Apart from offering DJ services, we specialize in the sound and light coverage for all types of events. The equipment that we have includes speakers (both in black and white colour), support for live bands, decorative and architectural lighting as well as moving heads for dance floors.

All the above mentioned equipment is strictly European to ensure that we have the best outcome.

Each event is a different challenge for us at MIXMIX Sound and Light. We want to get to know you and discuss on detail your needs and dreams. This allows us to fully understand how you have imagined your event will look like and to provide more information and advice in all aspects of your event.



PURE  
PERCEPTION  
OF  
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Our aspiration is that your event will be everything you have dreamed of and that both you and your guests will remember and talk about for the upcoming years. That is why we also work closely with the best companies and professionals in the wedding and event industry. Team work with talented wedding planners, live bands, catering services, cinematographers and photographers will provide integrated solutions according to your needs. However, any event cannot be successful without entertainment and that is why we always prefer to work with the best in the industry such as

our DJ George Kouzas, famous for his performances in prestigious bars and restaurants as well as different types of social and corporate events.

In everything that we do we are driven by our multi-year experience, our professionalism and our cheerfulness. But most importantly, we have what the Greeks call “meraki”; This is a word that modern Greeks often use to describe doing something with soul, creativity, or love — when you put “something of yourself” into what you’re doing, whatever it may be.”



“What I want to achieve at all wedding flower decorations is that my flower creations, constructions and decorative items will provoke guest's emotions.”



EXCLUSIVE INTERVIEW WITH  
REDBOXDAYS  
EVENT FLORAL DESIGNER  
WITH KOSTAS KORAKAS

Hello there Kostas, it is always a pleasure meeting and catching up with you! We actually know each other from the very beginning of Ellwed. RedBoxDays was the first florist we have worked with on a stayed shoot and you really trusted us and our vision from the start. We really appreciate this and therefore we are so happy to have this opportunity to present your brand to all the future brides.

You may have seen their work from numerous weddings from Santorini and Athens. Or maybe on our blog or in the magazine. Now is your chance to get to know Kostas, the force behind RedBoxDays.gr and we hope this interview will help you decide on your dream wedding florals!

**RedBoxDays.gr**

Event Floral Designer

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All photos provided by RedBoxDays



Photography: Eros Kordelakos



Photography: Lighthouse photography

Your creations have some sort of a signature look. How is your brand different and how did you start RedBoxDays? Tell us your story!

My relationship with flowers started at a flower market at the Ivory Coast. It was my first connection to the flower field and I was really fascinated by this. It was then I realized this was what I always wanted to do. So, the minute I got back to Greece I started selling roses in red boxes. For many years these magnificent red boxes -thousands of them to be exact- filled with roses, travelled all around Greece and finally created Redboxdays.gr. Our aim is not to proclaim Redboxdays as the biggest company at the wedding flower decoration industry, but to remain a small boutique store. Our vision is to keep our unique style and always make high quality with inspired and original creations for our clients.

What an amazing story! Anytime we try to get in touch, we always find you in another country! Do you find inspiration and new flowers/products on the foreign market on your trips?

Every trip gives us new images and helps us find new ideas, not only concerning new flower variations but also a beautiful decoration items either from Holland or Shanghai (our two top destinations). Our inspiration may come from a variety of everyday life's snapshots such as a beautiful flower that will sprout somewhere, a book, a painting or a piece of art, a new landscape of our destination etc. The important thing in this field is to cultivate and develop your aesthetics, in order to denature the stimuli you acquired, onto the flower arrangements.





Photography: Thanasis Kaiafas



Photography: Lighthouse photography

Your studio started in Athens but because of demand you also expanded to Santorini right? What services can you offer to destination brides and do you cover any other locations?

Greece has become a strongly recommended destination country for weddings by couples who live abroad. Except from Athens, we actually offer our services all over Greece. Last wedding season was highly demanding especially for Santorini Island and as a result we decided to create a brand there too, in order to manage and serve all our requests, while minimizing transportation costs. We are successfully providing our incredible brides with the best results in flowers and floral creations and also decorative elements and materials.

Yes, I believe your floral creations have to some extent of a signature look of quality and creativity. So, what is the one thing that drives you in your line of work and where do you find inspiration for your various creations?

What I want to achieve at all wedding flower decorations is that my flower creations, constructions and decorative items will provoke guest's emotions. Everyone must visualize the bride and grooms' own story and their way of seeing things. Through flower decoration, I am trying to transform their personal style and their aesthetics too. My inspiration is the couple itself and the performance is the flowers, the colors and the synthesis.

Since Greece is now one of the top tourist destinations in the world, many things and places have changed. Would you say flower arrangements have changed for the better and how so?

Couples who come from all over the world to Greece in order to organize the wedding of their dreams, bring with them their own culture, tradition, customs, vision, demands, ideas and also inspiration. This attraction helps us improving our services as well as expanding our floral design limits and lead us to find new ways of approaching a wedding decoration. Therefore, the couples themselves make us better professionals.

“The secret to stay calm is to be prepared.”



Photography: TYFRENCH photography



Photography: Vasia Han



Photography: Lighthouse photography



Photography: Nadia Meli



Photography: Rebecca Carpenter Photography

How are Destination Weddings different and what do they prioritize?

I think that for a couple that decides to have their wedding in Greece, the decoration of their wedding that day is a main priority. They want everything to be perfect for them and their guests, and to create beautiful memories of that day.

Which is your favorite Greek Island or city and why would you recommend it to destination brides?

Santorini! This breathtaking landscape can't be found anywhere else! The harmony of white and blue at that island is the epitome of beauty.

Which is your favorite flower/flowers to work with, to create and why?

My favorite flower is the tulip. Because it's the only flower that keep growing at the arrangement and give a sense of freedom!

Things can also go sideways fast! What is your secret to stay calm for when and if something goes wrong?

The secret to stay calm is to be prepared. We do flower decoration in Greece with the hot sun and the wind always present! We always have extra materials, flowers and extra staff with us to prepare for anything that may happened!



Photography: Rebecca Carpenter Photography



Photography: Rebecca Carpenter Photography



Photography: Vasia Han



Photography: Elias Kordelakos

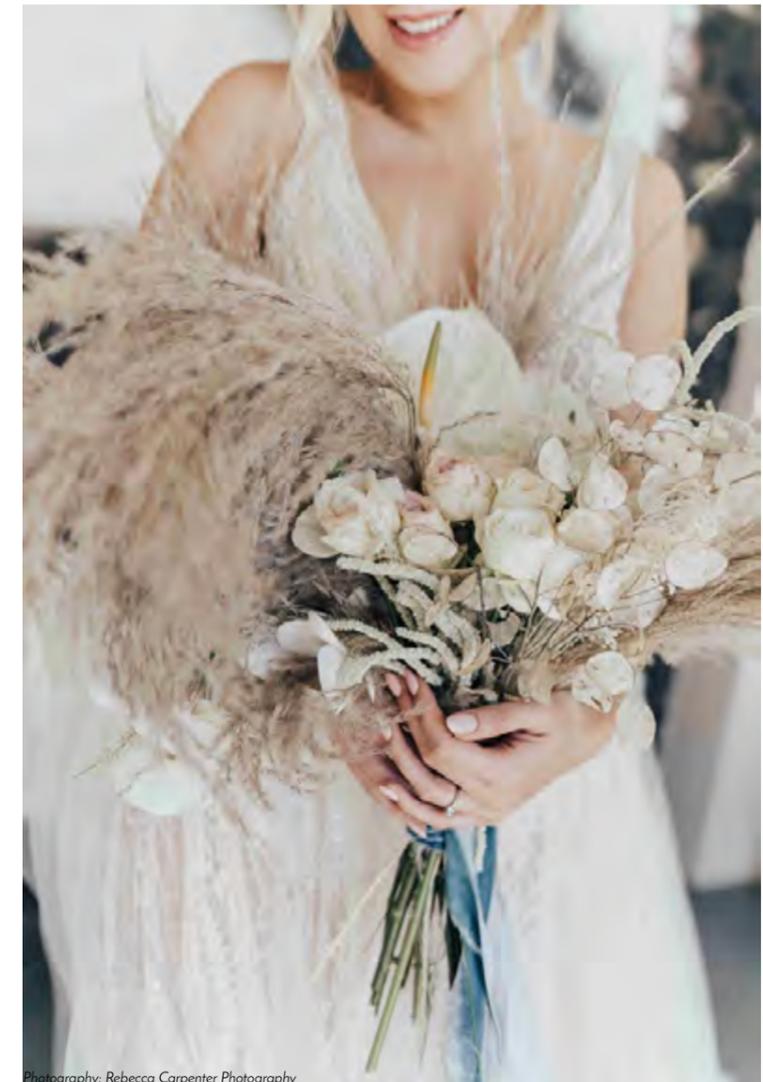
Is there one question that almost every client asks you about their floral arrangements? What is it and what is your answer?

Yes it's funny! At the day before of the wedding, when I call them to confirm everything, they always ask me "Kostas, are my flowers nice?" And I always reply "they are beautiful!" And that's always true!

And for the last question, as their florist, what advice would you give to all destination brides who want to get married in Greece?

My advice would be to make sure that their chosen vendors who work in the wedding industry are professionals. They will make the best for them to have their perfect day.

Thank you for taking the time to speak with us for this exclusive interview for Ellwed Magazine! Your answers will surely help any bride with her decisions. Hopefully our destination brides can get lots of inspiration from this interview for their upcoming wedding in Greece!



Photography: Rebecca Carpenter Photography



THE LETTER CO.  
 GET TO KNOW MY BRAND!  
 PR ARTICLE  
 BY GIANNIS CHANTZOURAS &  
 ELENA ANAGNOSTOU

Get to know the force behind all the letters and neon signs in Greece! If you are thinking of having a fun neon wedding or you would like to upgrade your rustic themed party, you definitely need to consider ordering or renting some of these oversized letters or neon signs.

You may have seen the rise in the use of neon signs and oversized letters at the weddings. Well, if you have ever wondered who can do this, The Letter Co. is your

company and you should check out their tips and advice on how to get your custom designs ready before your party! They will share with us some important tips and all you need to know before you decide on having letters or neon signs at your wedding! Now get to know The Letter Co., who can help you make the right decisions regarding your neon or letter décor and guide you through the whole process. Let's see what tips they have in store for us.

THE  
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 CO.

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[instagram.com/theletterco.gr](https://instagram.com/theletterco.gr)

All photos provided by The Letter Co.

*Drunk  
in  
Love*

**THE  
LETTER  
CO.**



It all started in 2014 while we were organizing our own wedding and we were looking for some unique and fun decor ideas for our wedding reception. Given our hands-on experience in the sign making industry (we run a family business specializing in Store & Hotel signage) we set to make our own initials in Letter Lights! After the wedding, our relatives and friends started ordering from us custom letters and LOVE signs for their weddings. This is how we entered the magical world of the wedding industry! "The Letter Co." is now recognized as the leading name in Greece providing Wedding letters, Neon lights and illuminated signs. And we are so happy about it! So let us give you a few insider tips for your shiny and exciting wedding.

*Make sure you have the right team for you*

As a former bride, planning our own wedding, I can tell you that the number one tip for all brides is to hire the right vendors for her dream wedding. Then, sit back and enjoy the ride! Therefore, if you are looking for custom made letters or signs, we can surely help you out to realize your vision of the wedding or event you imagined.





*What we can do for you, for any event or business*

We make custom signs for all kind of businesses as interior or exterior signage. The fun part of the business is the Event signage! We provide Neon signs, Light up Letters, numbers and installations for Weddings, Birthday parties, corporate events, TV shows and music video clips. We already have in stock a big variety of letters and signs that can be rented for events but we can also create whatever our clients dream of! We accept all kind of requests and we are up for any challenges as we absolutely love the creative part of our job!

*The sooner the better*

Once you have decided on the theme and style of your event and you know you would like some letters or signs as part of the decoration or even ceremony, you should act fast! For your bespoke designs you should consider getting in touch with us at least 3 months before your event. Of course sooner the better, but make sure to book well in advance so we have plenty of time to design and construct what you have in mind. And concerning the letters or signs for hire, the best would be to drop us an email with the date and the wedding location, in order to check the availability.

*How you can use the signs to make your event memorable*

There are so many ways for the Letter lights and the Neon signs to be used in the wedding decor! Many couples place a LOVE sign at the venue transforming it into an “instagrammable” corner, many romantic couples choose their initials in front of the wedding table, the DJ, the dancefloor or in the entrance of the wedding venue. The more modern couples choose Neon signs as a photo backdrop for the guests, on the dessert tables or over the Cocktail Bar! If the bride & groom choose to buy the Neon sign, they take it home with them as a reminder of their big day!

*With us, you don't need to worry*

As we firmly believe in quality and client satisfaction, after you book your signs with The Letter Co, you don't need to think about anything else. We take care of everything concerning the transportation, installation, electrical equipment and all that is needed to successfully realize your vision.





PUSH THE BOUNDARIES FOR  
YOUR MAGAZINE WORTHY  
DESTINATION WEDDING IN  
GREECE  
EXPERT ADVICE  
BY BOBBIE KARAGIANNI FROM  
SAND+LACE EVENTS

Greece, the most desired and beautiful country to get married in I would say. There is so much variety in landscapes; from seaside to olive groves to mountains and land locked villages. The perfect destination to have a conceptual and artistic, all-about-you-as-a-couple wedding. And these are the weddings we love to plan! I love to push boundaries, break the rules, and take the concept of a wedding to a whole other level where all senses are being touched. In my opinion: rather an experience than just an event - something that will stay with you and your guests a lifetime!

Sand + Lace Events is a wedding management and styling agency that wants to break away from done-to-death décor and dated styling. We want to inspire people to dream up an event that is completely unique. We realize that style is deeply personal and that is all about embracing who you are as a couple and allowing this to be reflected in every element of your wedding. What drives me is my ambition, the urge to create and belief that I can have a share into making someone else's life, even if it's just for one day, magical.



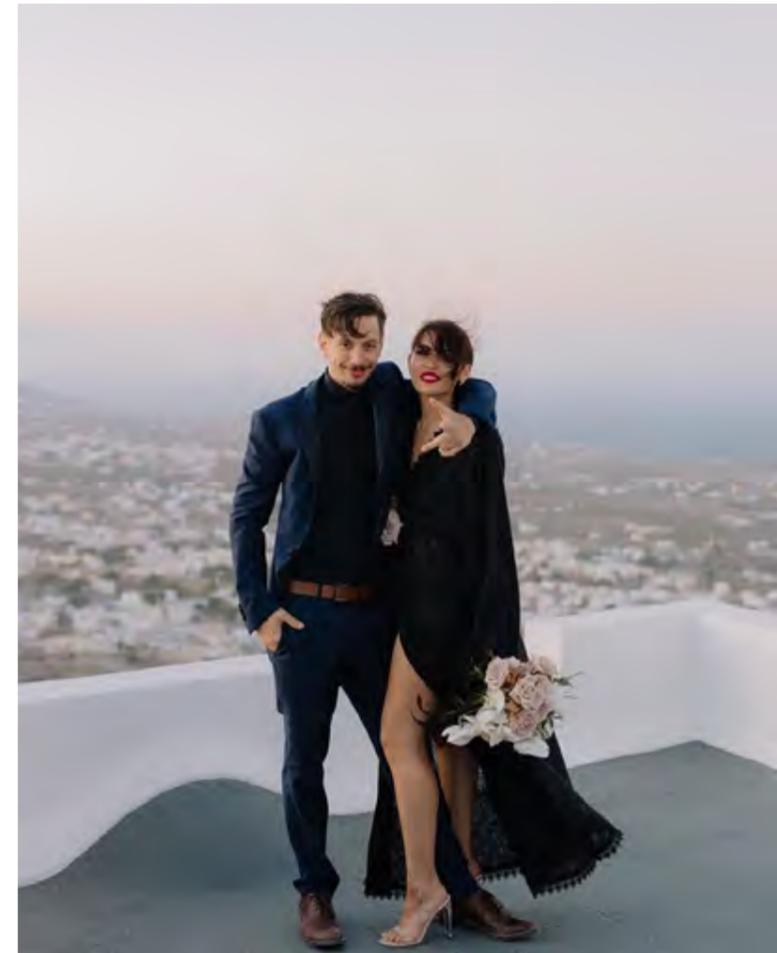
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[facebook.com/sandnlace](https://facebook.com/sandnlace)  
[@sandnlace\\_events](https://twitter.com/sandnlace_events)

Photos of Sand+Lace real weddings by  
Days Made of Love and The Shepards Photo

## Find the real you and go for it

The inspiration can come from honestly everywhere. Like me, you can get inspired with all your senses, so it could just be something very simple as taking a bite at a Mexican food truck, listening to music or by travelling. I also follow everything that concerns fashion, art, weddings and interior design, and try to translate the trends that I am noticing into a Sand+Lace manner!

A wedding in Greece is affordable for most people, depending on the choices that you'll make and the wishes that you have. Will you take a lot of guests with you, or will you choose an expensive location, a lot of extravagant décor? It is all up to you! All these separate elements make the total figure for your wedding. However, Sand+Lace strives to deliver something that is totally you and unique, so no copy-paste weddings or all-inclusive packages, but how we like to call them "magazine worthy" weddings. These weddings have a price tag, but no more than what you would probably spend for your wedding in your home country.



## Look beyond the obvious

I believe that you can turn every place into a wedding location! I encourage my couples to always look into smaller, idyllic places as well as the most known locations, with keeping in mind of course, the practical side of it, e.g. easy access for guests. Also, I would like to advise you to look beyond a place and imagine what

it could look like once decorated. Sometimes you just have an open space and we can turn this into something completely magical, it just takes some imagination.

A little bit edgy, sometimes avant-garde and the less logical choices. A wedding dress that isn't a wedding dress for example, something that will boost your creativity and inspires you to look at your wedding day from a different angle, showing you that weddings don't have to be all the same.

## Look for the perfect vendors

The best thing about Greece is that it offers so much variety and there is a lot of local talent! I work mostly with vendors that are based in Greece, as they know their way around plus they are amazing at what they do. The talented artists and creatives that I work with are carefully curated and handpicked for being the best in the industry. Choose the vendors for your wedding that have the same goals and mindset as yours. Do not settle for anything less than perfect which will help you realize your

event at your standards in any location. I don't believe that there are any locations that are not appropriate for a wedding. There are only challenges.

Sand+Lace was created out of believe that weddings could be more stylish, cooler, edgier and less 'sugary'. Our perfect couple is basically someone that is like us. You are someone that is caring for traditions, but is daring enough to personalize these traditions into something unconventional. You have, like us, a lot of love for décor and details and you are not scared to create something unexpected and different. Creativity and content come together in a wedding, thus look for you're the vendors who match your style and your personality.



Photography, The Shepards Photo



Photography, Days Made of Love

## My advice

If you plan a destination wedding I would always recommend a wedding planner. They know the country, have the contacts, get smarter deals and you can just enjoy the fun part of the wedding. If a bride really wants to undertake planning their own wedding I would say to start with a very clear overview of all the elements you'll need for your wedding and take it from there.

Before you plan anything, check with your (most important)

guests if they are able to join in for the wedding fun abroad and/ or if they can afford this. If everyone is good to go, I have only one advice: make sure you enjoy the journey and pick a good photographer and/or videographer to make a lasting memory of your most beautiful day!

The best months for a wedding in Greece are from the middle of May until the second week of July and from the end of August until the middle of October. Or if you want a winter wedding, from November to January.



WHICH PHOTO BOOTH IS THE  
BEST FOR YOUR WEDDING?  
PR ARTICLE  
BY GEORGE MERTIKAS FROM  
IPHOTOBOOTH

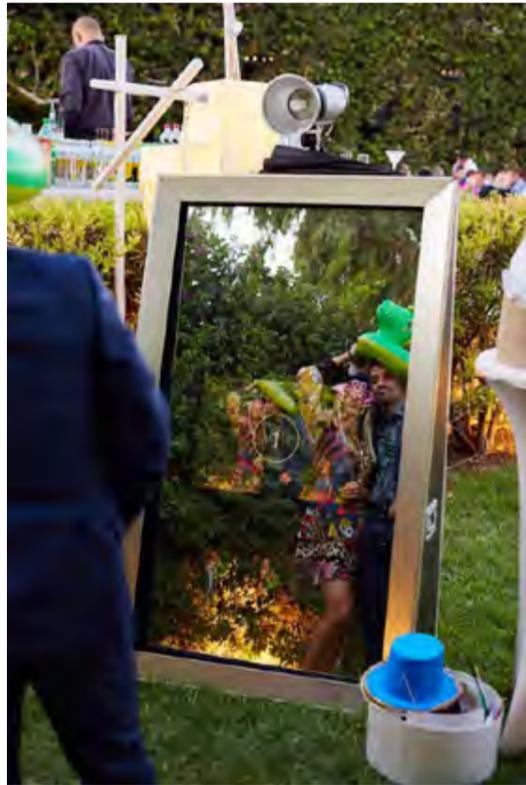
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impressive interactive mirror. Custom Animated customized messages, graphics and video are displayed in the mirror to guide guests into a fun photo shoot. The perfect photo is a given since you can see yourself in a full-length mirror.



or and posing as you wish.

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*Mirrorbooth*

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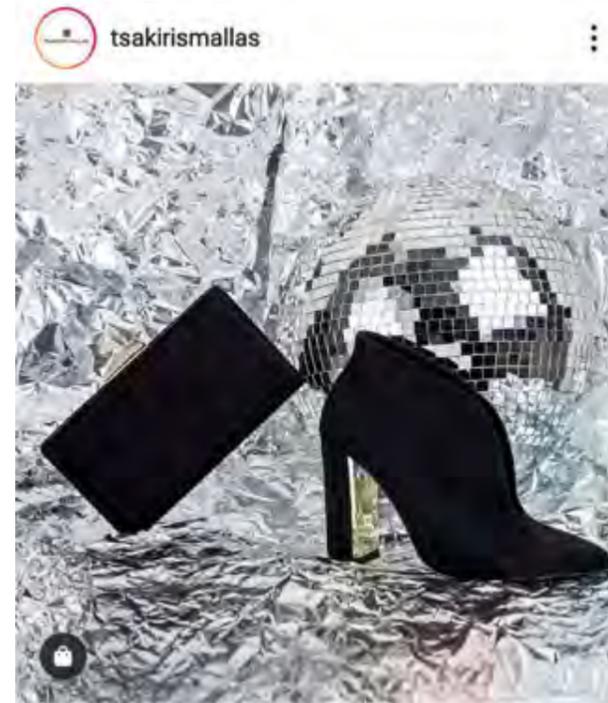
FIND YOUR PARTY FAVORS IN GREECE  
EIGHT SPECIAL BRANDS FROM GREECE HAND PICKED FOR YOU, WHICH YOU CAN FIND ON INSTAGRAM

Surprise your guests with amazing gifts that will forever stay in their memories. The good thing about some of the special gifts, is the ability to personalize them. And we don't just mean adding your initials on the gift, but to truly design something with the

artist that represents both of you as a couple. Here are some brands, designers and creatives from Greece that you can find on Instagram.

All images of products are from their brand's Instagram accounts.

2020



Tsakiris Mallas shoes and accessories with a tradition! Stands out for the high-end fashion creations, targeting the contemporary audience, since 1969. Spoil your made of honor and your bridesmaids with these gorgeous shoes and pair them with this clutch bag!  
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At LV Petridis Floral Creations store you can find the best gifts, if you like flowers. Surprise your maid of honor or mother of the bride/groom with these luxury flowers in a box! Choose from one rose, to the whole arrangement and play with your favorite colors to match.  
@petridislvcreations

Baked with love, Buttermilk Patisserie is one of our favorite pastry shops in Greece. Ask for your personalized meringue cookies, macarons or even chocolate truffles which you can use as part of the décor on each plate. Or better yet, surprise your guests with a box of designer sweets, made just for your day.  
@\_buttermilk\_patisserie



Think outside the box! Have fun with your bridesmaids or best friends at Christina Vardali Photography studio and create timeless memories! For wedding and fashion  
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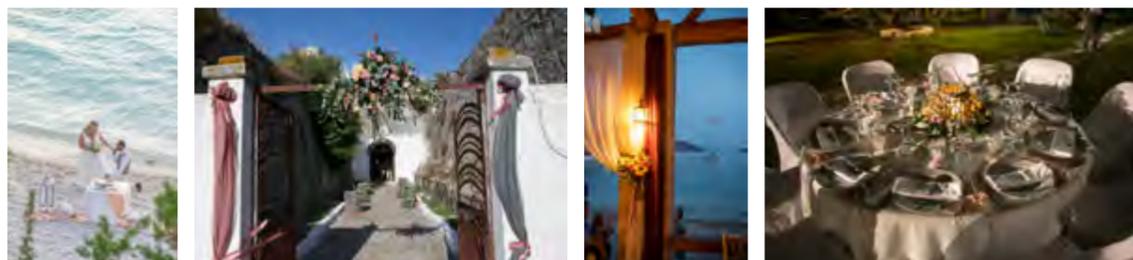
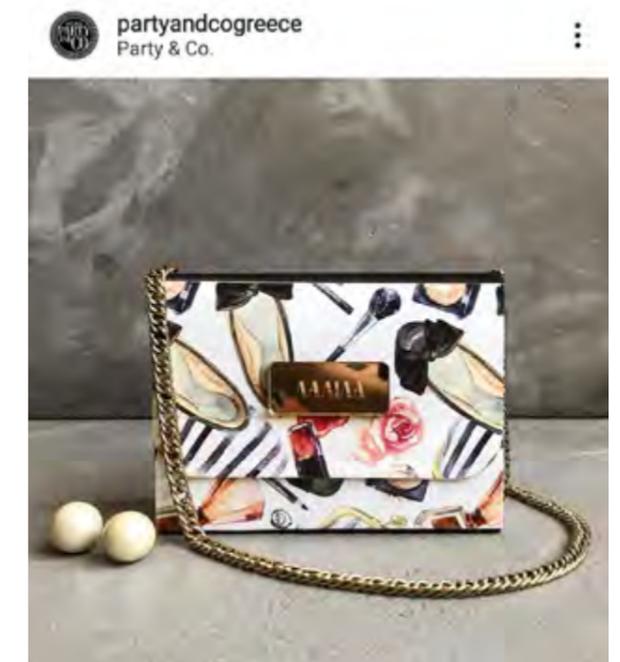




Only For You Events by Anjie Georgakopoulou, Event and destination wedding planner from Greece, who designs special lucky charms for every year to come. For your wedding, ask them to create or help you design a special unique gifts for your wedding guests, just like this one!  
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Party and Co by Valia Kanellou is a boutique and custom party supplier. A company that loves to create beyond-the-box innovative ideas. Design your special gifts with Valia!  
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Redboxdays.gr, if you're looking for a floral decoration company for your wedding, you are in the right place! Choose special bouquets for your bridesmaids and attach a little something unique for luck!  
@redboxdays



The Letter Company from Greece will make sure your event shine! Rent your Neon Lights, Wedding Letters or make your own Custom Signs to say thanks to your guests and make a donation in your guest's names instead of buying favors!  
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Wedding Photography



Photography: Two Clicks Photography

## DASHING MONOCHROMATIC ECO INSPIRED COVER SHOOT IN ATHENS ELLWED STYLED COVER SHOOT

You may have noticed a slight shift in the wedding industry to follow the eco-conscious trends. This time our team has prepared this neutral color specter inspired editorial which is also celebrating the Greek nature and eco-friendly ideas. With less fresh florals which were locally sourced and more dried flowers and foliage which can be reused for any occasion later on!

As winters in Greece are mellow, especially in Athens, where it could snow a bit every two or three years, we wanted to show what you could do for your winter wedding in Ath-ens! You might not be able to have the winter wonderland wedding in the Greek capital, but surely you can have your dream wedding in one of the many Greek Manors and Vinerias like our Pyrgos Petreza!



### Selected Vendors:

Coordination: Ellwed Magazine

Design, Styling & Planning:

Mosaique Event Planning & Design

Photography: Two Clicks Photography

Florals: Comme Ça - Fleurs & Décor

Stationary: Atelier Invitations

Cakes: Pavlovs Lab

Wedding Dress: Vasia Tzotzopoulou

Grooms Attire: Gentlemen Experts

Muah: Giorgia Kristodoulou

Furniture Rentals: Tore Event Furniture Rentals

Tableware: White Lilac Rentals

Decor Rentals: Prop Deco Rentals

Jewelry: Iordanis Jewelry

Venue: Pyrgos Petreza

Videography: Aggelos Lagos Filmmaker

Couple: Ioanna Sarri and Nikos Daskalo

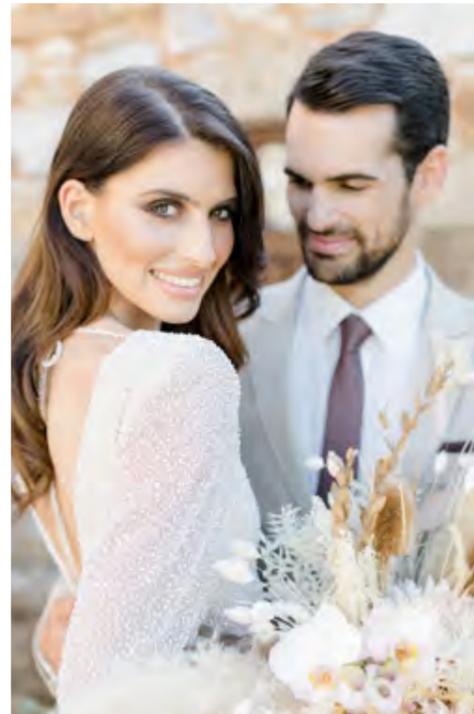




Greece is the land of wine and some of the best Greek wines are also sold internationally. Therefore, you probably know some of the multiple wineries Greece has to offer as a wedding venue already. However, just because your venue is the rustic chateau, you do not need to have a rustic wedding if that is not your style! You can certainly do almost anything you wish at the gorgeous

location like our Pyrgos Petreza. Our team, Mosaique Event Planning & Design, went for this eco-friendly monochromatic look which could fit on a beach or in the rustic stone chalet or chateau! Working closely with Two Clicks Photography and Aggelos Lagos Filmmaker who captured every detail of this gorgeous wedding editorial to inspire you!



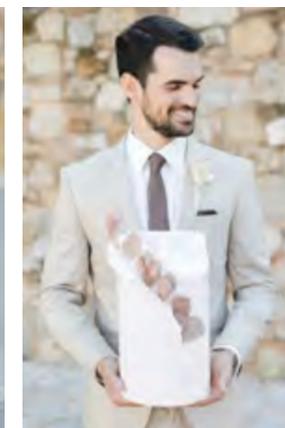




Hair accessories are all the rage these years and we believe floral crowns will be having a comeback! Think of a different way and make it grand because you deserve it! Be the queen of your special day and even if it's only for few hours. All the florals and the suspended-over-the-table floral structure was created by our florist Comme Ça - Fleurs & Décor all in the same colour schemes as well. All the arrangements, flower crown and the bridal bouquet were made with less fresh flowers, we used Roses and large chrysanthemums. The rest was filled with variety of dried foliage like Pampas grass and dyed baby's breath.

The season of sparkles and of course the ultimate wedding dress by Vasia Tzotzopoulou was our first choice for this shoot! This beaded 2 piece dress was exactly on point for this style. The dress can be perfect for your chic beach wedding, glam party in the city or in our case sophisticated chateau manor wedding! The ability of this 2 piece dress is that you can alter-nate the skirt for pants or even change it to more casual skirt for comfort after the ceremony is over. We paired our groom with the suit in the same cream ivory colour by Gentlemen Experts of Atelier Zolotas who styled our groom with must have accessories like leather belt, leather handmade shoes and special cufflinks.





The attention to details was seen also in the overall event style. The special wedding bands and engagement ring by Iordanis Jewelry matched seamlessly with the uniquely designed stationary by Atelier Invitations.

Accessorize your event with many cakes! If one cake is not enough, choose many smaller cakes! We went for three smaller tubular tall cakes which had their own cake stands and the designated and decorated location to be admired! Forget the candy bars or candy tables, think of the sophisticated cake stations like this one fitting with your wedding theme!

Our makeup and hair stylist Giorgia Xristodoulou took special care of our star bride Ioanna Sarri and her groom for the day Nikos Daskalo to look gorgeous from head to toe on every picture!

If romantic eco-conscious elegance is what you desire then this editorial styled shoot should be the inspiration for your wedding! The whole shoot was structured by our planner super duo Nicole and Celina from Mosaique Event Planning & Design while Two Clicks Photography managed to capture everything to perfection!



Photography, VY Simopoulos

STATEMENT MANSION WEDDING  
INSPIRATION  
STYLED WEDDING IN RHODES  
BY VY SIMOPOULOS

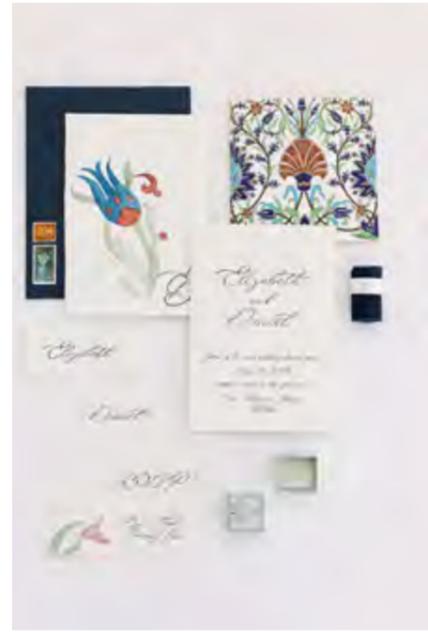
This wonderful mansion wedding in Rhodes Island, Greece married two different cultures but also several elements, both native and widely spread, to create a statement celebration thanks to the talents of Golden Apple Weddings. These truly inspired wedding designers' vision began with the wedlock of two different nationalities, that of a French groom with his half- Lebanese,

half-Rhodian bride-to-be and created an inspiration that would draw on both their sides. The elegant villa on the hills of Rhodes island, Don Mansion, overlooking the entire island was just the place. Studded with palm trees, freshly manicured lawns, a helipad, gardens for days and of course a luxurious pool it was the ideal canvas for Katerina and Katia of G.A.W. to draw upon.



*Vendors Credits:*

Photography: VY Simopoulos  
Coordinator: The Secret Owl, Sotiris Tsakanikas  
Editorial: Setty Blade  
Planning, Design, Florals & Styling: Golden Apple Weddings  
Ceramic Plates, Tiles, Coasters Trays: Nassos Keramik  
Paper Goods, Stationery & Calligraphy: Manousenia Desing  
Cocktail Bar & Mixology: Decent Bar  
Catering: Giakkarnd Studio  
Fine Silks, Linen: Allegoria Textile Delights  
Venue: Don Mansion the Hill  
Bride Styling: Kiss from Fleur  
Wedding Gown: Made Bride  
Make up: Make up by Mika  
Hair: L'epoque d'Agis  
Groom's Styling: Setty Lepida  
Groom's Clothing: OGGI Navy and Green  
Headpieces: Heart of Gold Designs  
Model: Ypapanti Vasila  
DJ: Miss Despo Mania  
Cake: Pavlovs Lab  
Vehicle: Morgan Motors, Don Mansion the Hill



The wedding edit took place in the afternoon. The design team styled the circular ceremony in the garden with bold colored furnishings to contradict the white villa aesthetics on the back and florals in more clean and exotic tones. Bold red Anthuriums and pale pink moths of Phalaenopsis set the romantic tone, set on the base of the couple's arch and framing the circle's top. Pavlov's lab brought the pretty with a butterscotch tiered cake which was set by the naturally grown shrubs while cocktails were served poolside created by the talented teams of Decent Bar. The

dinner was set intimately in Rhodian ceramics from Nassos and elegant linen from Allegoria Textile delights, chic candelabums and contradicting tones of pink and teal, matching the hues of the crepuscule hour. The bride wore a custom-made gown by Made Bride and Heart of Gold designs headpiece while the groom's details and styling was all about timeless classics and gent sartoria. We haven't seen a wedding inspiration more laden with details and fine accents and we were thrilled to have had so many teams working to produce a seamless result.

BLACK & GOLD ELEGANT CHIC  
WEDDING SHOOT  
STYLED WEDDING IN ATHENS  
BY TONIA & THEODORE

Tonia & Theodore Photography and Katerina Petropoulou Event Styling joined forces and produced elegant and impressive scenery.

Tonia & Theodore Photography: We really enjoyed photographing the fabulous scenery with the black candlesticks, the golden chandeliers, the impressive pampas grass and the mirror table that we believe is going to inspire and motivate many

couples to try something new and different for their wedding.

Katerina Petropoulou Event Styling explains: "My inspiration comes from my couples. Your special day must be different. Try to escape the classic white that we are all used to. Dare to provoke and be different! Create your own personal style, combining elements that are close to your taste.

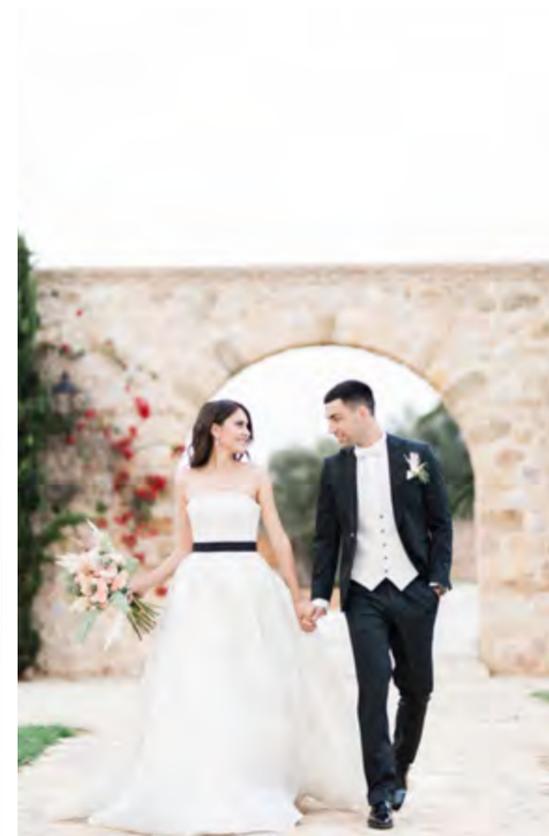


Photography, Tonia & Theodore



*Vendors Credits:*

*Photography: Tonia & Theodore Photography  
Concept Design, Decoration & Styling: Katerina Petropoulou Event Styling  
Furniture Rentals: Tore  
Deco Rentals: Prop Deco Rentals  
Dinnerware: 3biz  
Floral Design: Rosetta Eventi  
Wedding Dress: Stylianos  
Groom's Attire: Nikos Apostolopoulos  
Venue: Polihoros Lolou  
Stationery: Biniatian  
Hair Stylist: Evelyn Matsouka  
Jewelry & Wreaths: Catena  
Bridal Shoes: Kalogirou  
Ceramics: 2manis*



By choosing Black & Gold, I knew that this editorial photo session is going to be unique. Elegant black combined with luxury gold created an explosive concept design. The mirror table and the black chairs of Tore were a perfect match for the golden plates and cutlery of 3biz.

Gold bamboo stands and high pampas grass & pink astilbe, creations of Rosseta Eventi, standing by delicate vases with bombastic and talea roses were

the main theme of the photos accompanied with tall vases, gold antique mirrors and velvet pillows provided by Prop Deco Rentals.

The Black & Gold elegant dessert table was based on Katerina's favorite vintage golden table with golden serving dishes from her personal collection. The cupcakes, cake pops and cookies were custom made creations all having a specially designed gold fleur.

The Stylianos Atelier wedding dress made of liquid silk organza with the big black velvet belt combined perfectly with the black & gold Gianvito Rossi shoes by Kalogirou. The black satin groom's attire of Nikos Apostolopoulos also was a perfect match with the Saint Laurent leather shoes. The invitations & stationery of

Biniatian Invitations together with the beautiful Jewelry and watch of Catena Jewels were the perfect details to have.

Tonia & Theodore created elegant images bringing to life what we had imagined. And the feeling we have is one: Dare! Dare to be unique and special by creating what your heart desires!



Photography, Vasilis Kouroupis

## ROMANTIC SNOWY ELOPEMENT INSPIRATION STYLED WEDDING IN PARNITHA

Snow is not uncommon in Greece, however not many weddings, local or destination, happen in Greece in the winter times. Couples who choose to get married in the winter season can find the winter wonderland wedding style they were dreaming of. Remember that a destination wedding in the winter could be harder to organize. On the other

hand, you could find better deals on lodging or even some services who have off season offers.

Now you can get inspired by this snowy elopement inspiration and the gorgeous rustic winter lodge style reception or a romantic dinner for two by Dreams in Style!



*Vendors Credits:*  
 Styled Shoot Concept, Planning & Coordination, Dreams in Style  
 Photography, Vasilis Kouroupis  
 Videography, Panagiotis Kastanidis  
 Venue, Kazarma Hotel  
 Lights, SoundVoice  
 Flowers & Arch, Jim Labrako  
 Stationary, Atelier Invitations  
 Wedding Cake & Desserts, Danais Cakes by K  
 Table-top Rentals & Linens, White Lilac  
 Table & Chairs, Tore Event Furniture Rentals  
 Wedding Gowns, Anem collections  
 Groom's Shoes and Suit, Giannetos  
 Bridal Shoes, Stuart Weitzman  
 Make up, Evithanou Makeup Artist  
 Hair styling, Hair me by Ioanna  
 Female Model, Fwteinh Staurou  
 Male Model, Badvassi  
 Jewellery, Elenivovou



FUN GREEK CHRISTMAS WEDDING  
 REAL WEDDING IN ATHENS  
 BY LOVE+MADE EVENTS

Is there anything more romantic than a wedding on Christmas? The magic of the season, the warm colors, the festive lights; everything makes a wedding

warm and lovely! Our lovely couple wanted an intimate wedding for their friends and family inspired by old Christmas glam!



List of Vendors:  
 Planning & Design: Love+Made  
 Flowers: Orxidea flower shop  
 Wedding dress: Anthi Kardara  
 Hair: Cinderella  
 MUA: Mary Kostantellou  
 Bridal shoes: Nak  
 Grooms attire: Boss  
 Grooms shoes: Ted Baker  
 Grooms hair: Mike Mavroyiannis  
 Wedding Photography: George Kossieris  
 Venue: Liopetro estate  
 Invitation & printables: Funky crafts



Our couple wanted to create a beautiful atmosphere and a warming feeling, that's why we opted for warm mulled wine with spices. After the ceremony, we designed a cozy candy bar with all the festive treats, little blueberry tarts, and Christmas cakes to celebrate! For the wedding dinner, we designed a jovial setting with winter flowers and festive art de table. We tied a little bell to the napkin to bring some jingle in the table and winter pears for all the guests to enjoy!

Our tip for designing the perfect Christmas wedding? Take advantage of the moody vibe of the season and wear a bold lip and festive flowers in your hair. Moreover, make sure you focus around creating a warm atmosphere, bring all the vanilla candles, the Christmas lights and the cozy wool blankets for everyone to stay warm with! Also, don't forget the photo booth set! You will have hundreds of Christmas memories to cherish forever!

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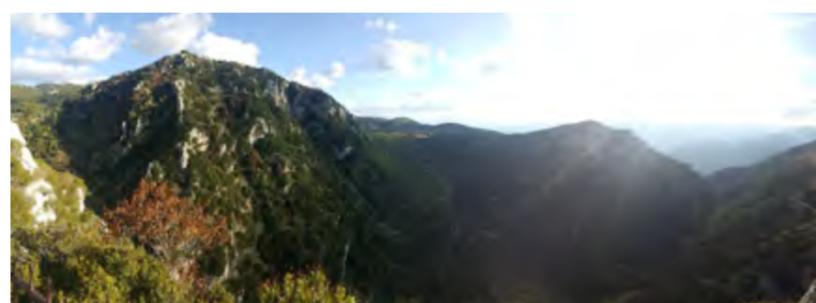
[www.vysimopoulos.com](http://www.vysimopoulos.com)

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[www.shefari.com](http://www.shefari.com)

## Stemnitsa or Trikolonoï

Maybe the calmest of the three, which depends on the season, but certainly not the smallest. The best part is the top of the mountain monument to the Greek heroes of the revolution, with the gorgeous 360 views of the whole town, the valley and the nearby mountain, which you can almost touch! Small tourist shops with local products and some bars are all located in the small main square of the town.



## MOUNTAIN HOPPING IN PELOPONNESE 3 DESTINATIONS IN GREECE YOUR PERFECT HONEYMOON AND DESTINATION WEDDING LOCATION

We visited 3 small charming towns, to experience perfect winter honeymoons.

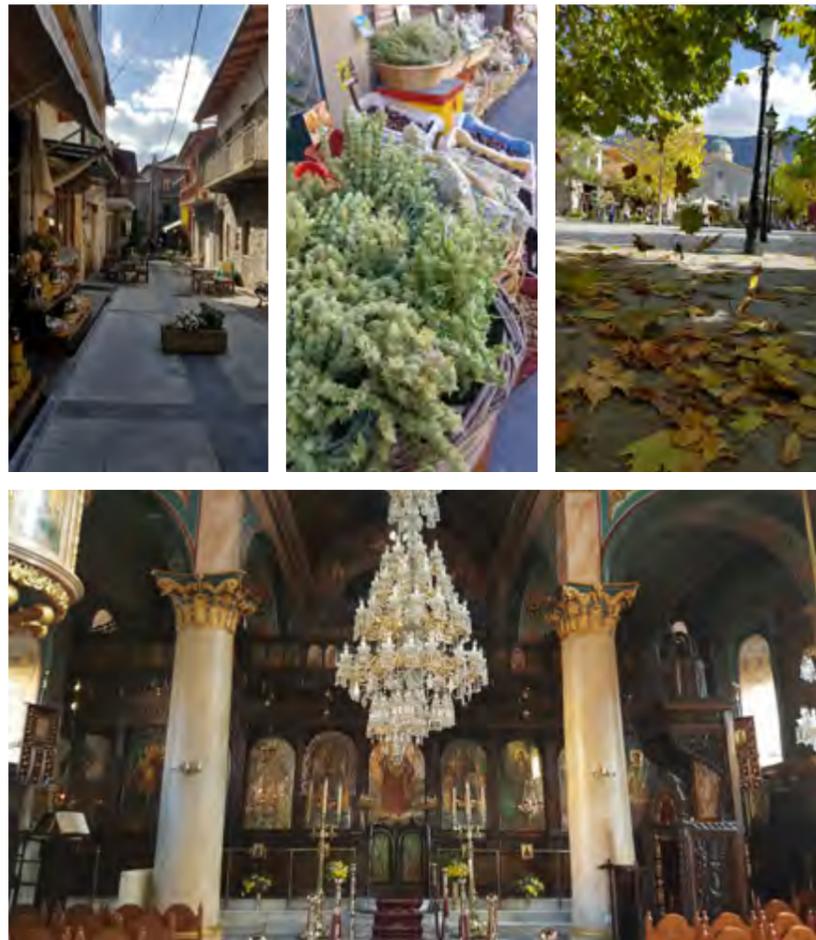
The good thing about these three towns is that they are very close to each other, so you can actually stay

few days here and there, or even just have day visits to the neighboring villages. Only about two hours drive from Athens, which will make your stay more convenient, you can find Vitina, Dimitsana and Stemnitsa/Trikolonoï.



# Vitina

The first of the three small towns with beautiful views of the mountains and the lovely town square with all local stores and delicatessen. The main local attraction is probably the bar in the square, where everyone stops for coffee. With many luxury hotels and guest houses to choose from and numerous hiking activities, you will feel like on a proper winter vacations.



# Puizana

This little picturesque town on the top of the hill, might be a bit harder to get to, but it is going to steal your heart once you get there. From the road, you can see the well nested little town half in shade half bathing in the sun. Guess which side is more popular? With numerous taverns and bars with the views of the valley, as well as exploring paths, you will never want to leave.



Do you have questions about your wedding in Greece?

We would love to help you in any way we can. Send us your questions at [submit@ellwed.com](mailto:submit@ellwed.com) or through our Social Media and we will do our best to answer it.

To help other brides to be, all best questions and answers will be published in the next Ellwed issue. If you can't wait till then, head over to our Bridal Community. It's free to join and we can help you right away.

[www.facebook.com/groups/ellwed.bridal.community](https://www.facebook.com/groups/ellwed.bridal.community)



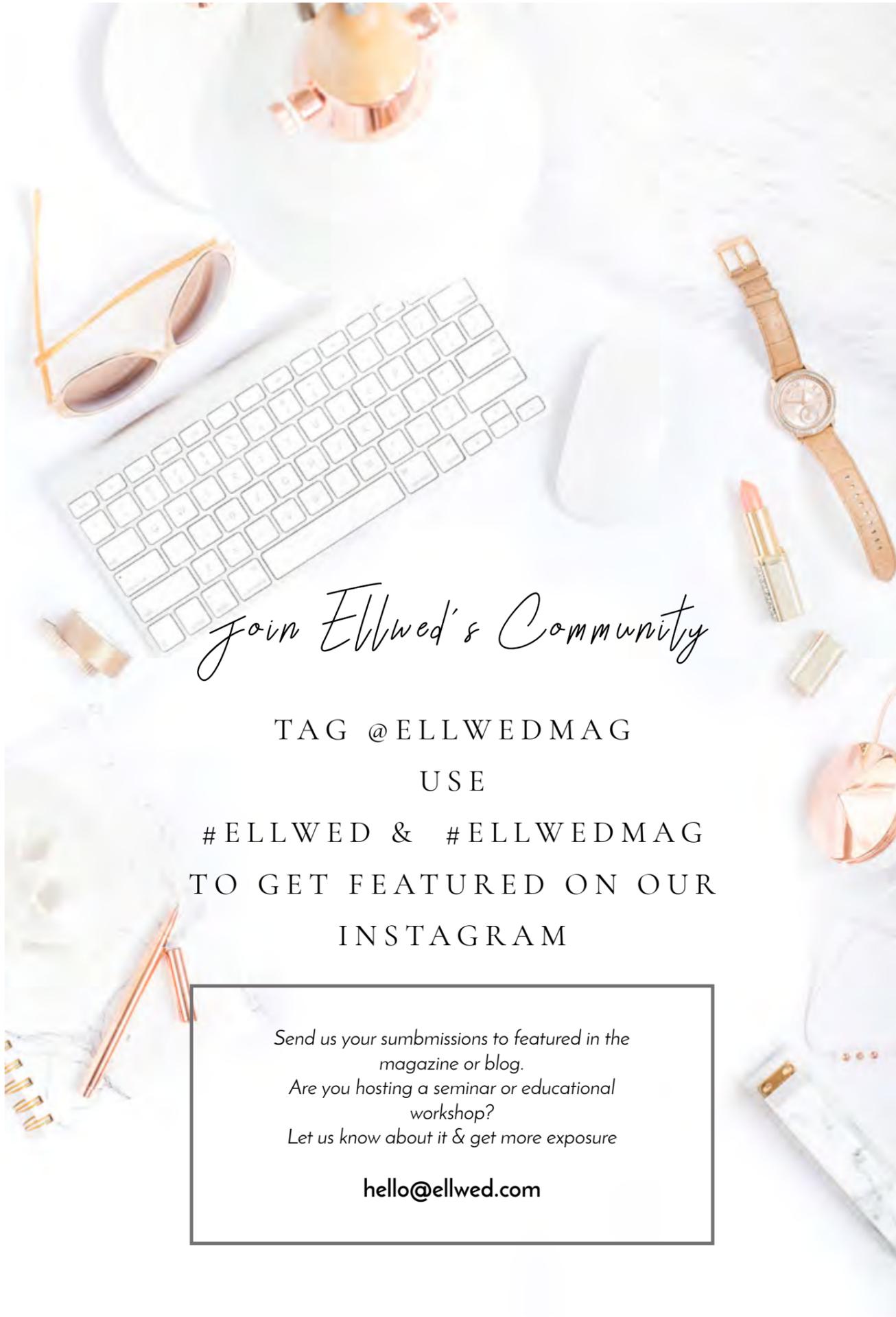
## Share your story

Want to see your wedding in Ellwed?

Share your story with us and inspire other brides all over the world with your story! Send us your wedding story at [submit@ellwed.com](mailto:submit@ellwed.com) and win the title best wedding 2018!

Make sure you **DON'T MISS** the next issue and be the first to know.

Get on our **VIP LIST** at [ellwed.com/magazine](http://ellwed.com/magazine)



*Join Ellwed's Community*

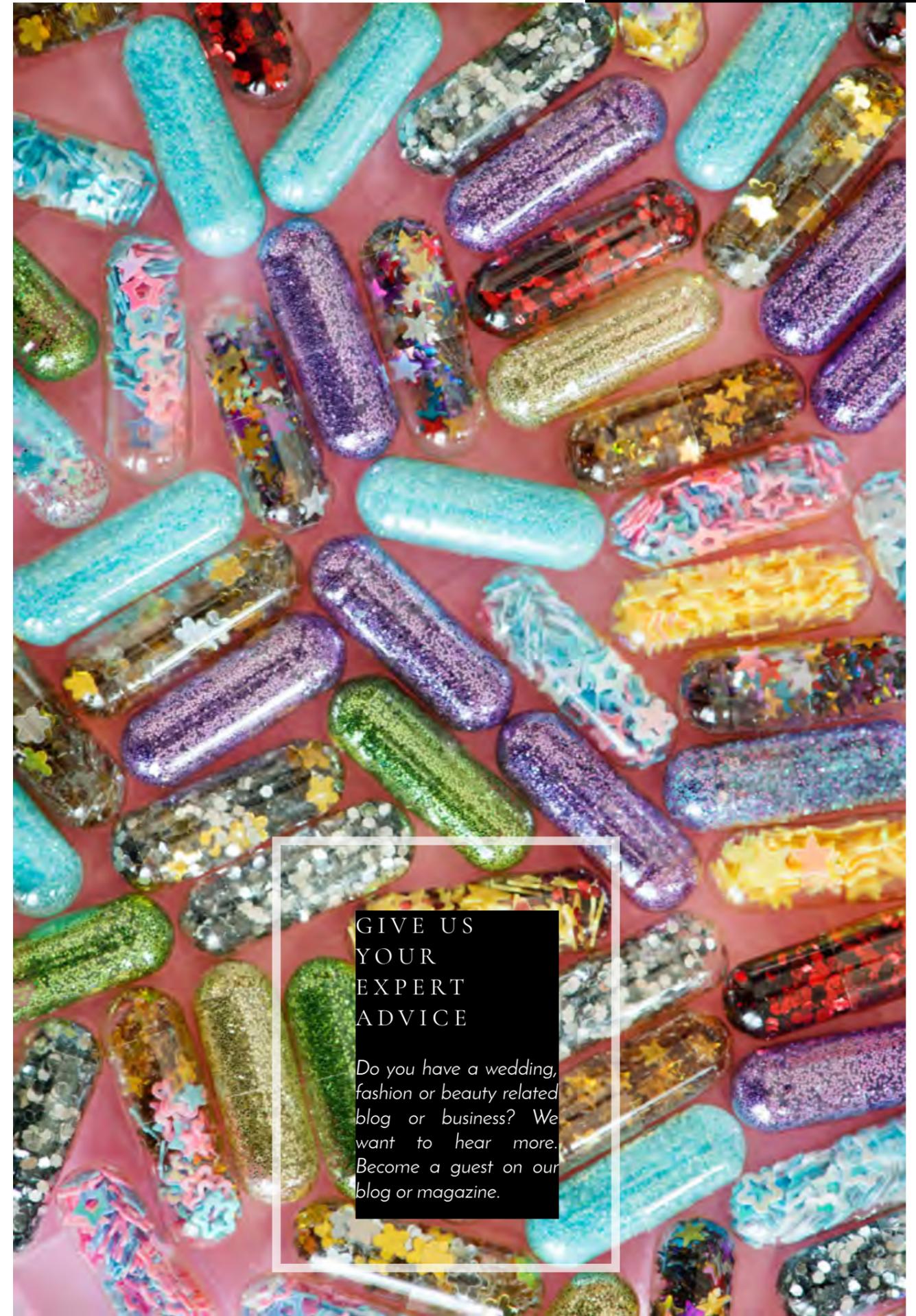
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want to hear more.  
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work.*

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## UPCOMING EVENTS

Bridal Expo - Bridal Fashion Week  
11-13th JANUARY 2020

Destination Wedding Planners Congress -DWP  
Rhodes Mitsis Hotel  
April 1st-3rd 2020  
[destinationweddingcongress.com](http://destinationweddingcongress.com)

Greek Wedding Planners Alliance  
Greek Wedding Planning Course  
[bit.ly/GrWeddingPlanner](http://bit.ly/GrWeddingPlanner)

Greek Wedding Coffee Club  
MONTHLY MEETUPS



Bridal  
Fashion  
Week

AT THE

BRIDAL  
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11-13  
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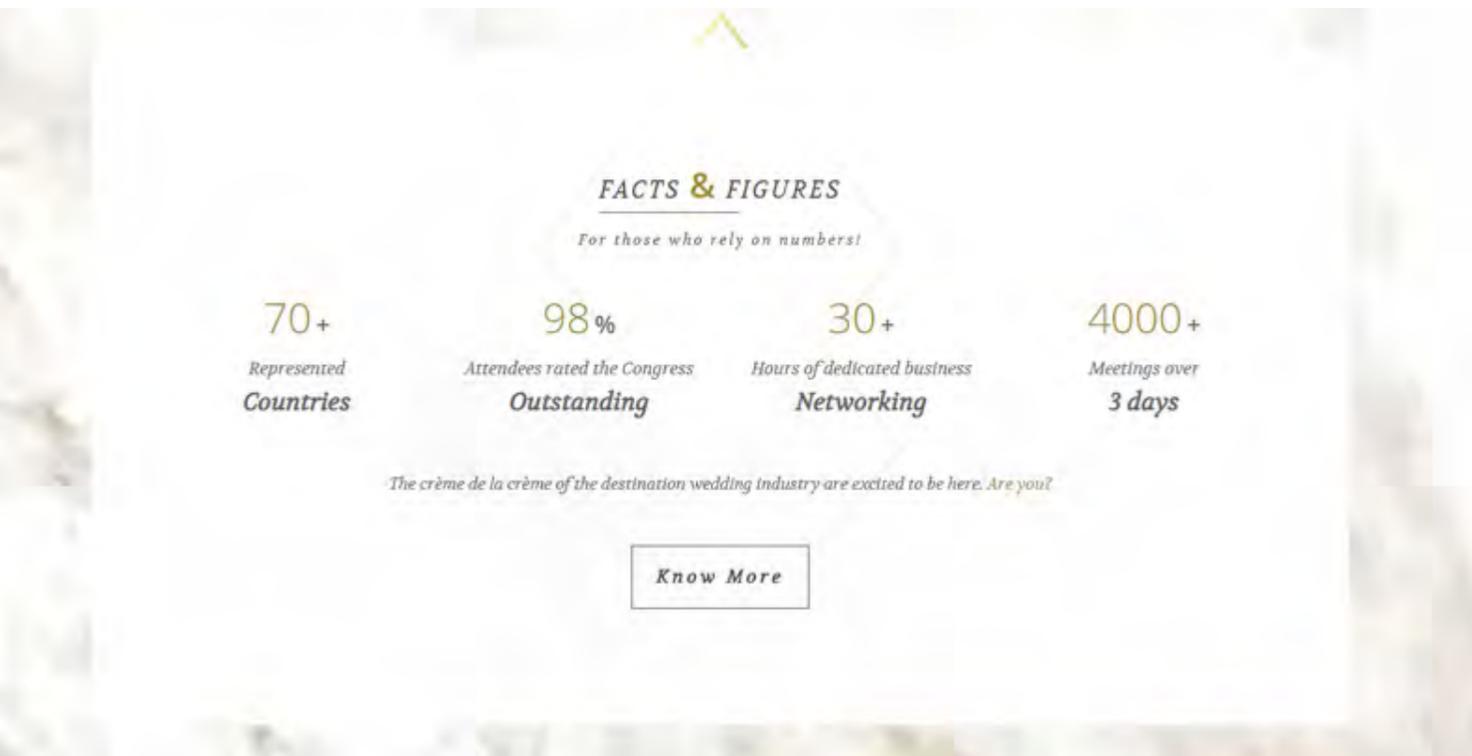
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THE 3 GOLDEN RULES OF MARKETING  
 EXPERT ADVICE  
 BY LUCY XU FOUNDER OF THE PORT

One of the largest roadblocks to building an effective marketing program is the misconception that marketing is just one large brainstorming exercise and anyone can do it. There is, in fact, a method to the madness. While marketing is inherently a creative trade, you must take a data-driven, scientific approach in order to achieve the best results for your growing business.

A common challenge businesses face is wanting to invest in marketing but not knowing how or where to start. Here at The Port, we work with

businesses that face this challenge and help them overcome it using a formulaic, yet creative, approach.

In this article, we take you behind the scenes and explore the approaches that clients have found most effective in building their marketing program. Whether you are a consumer business, B2B technology, or personal brand, read on to learn the approaches that businesses have found most effective in building a marketing program that reaches their buyers.



*About the Author:*  
 The Port is a marketing consulting and business advisory firm, helping Greek and U.S. businesses craft messaging and build marketing and business strategies to reach global audiences.

To learn more or get in touch with our team, visit us at:

[www.totheport.com](http://www.totheport.com).



1. Add Value First, Sell After  
 2. Build a Consistent Brand Identity

The role of marketing is to engage and capture the interest of your audience, so that you can usher them smoothly into the hands of the sales team for conversion. To achieve this, you must first create value. This is where the 80/20 rule of content creation comes in. Following this rule, your marketing collateral — whether it is your pitch deck, one-pager, blog, or tweet — should be 80% value-add for the audience and only 20% a sales pitch. Simply put, lead with a strong value-add for your audience before making the ask.

Your brand is where all your credibility is built. Your brand is created by the entire ecosystem surrounding your product and company. Consistency across this ecosystem is what will begin building and reinforcing your company's image, and in turn translates into the trust your customers have in your company. It is simply human to seek consistency and safety; just as we want the friends and family in our life to be consistent in the way they interact with, support, and love us, we want the same for the brands and companies that we purchase and use.

### 3. Understand Your Audience Quickly Improve Your Marketing Strategy

Companies often think they can get by with going with their gut to reach their audience. However, you must use research, testing (like A/B testing), surveys, and many other tools to see what their audience is most receptive to. From here, you'll be able to speak their language and create messaging that resonates specifically with them.

Looking to organize your marketing strategy? Whether you are a startup or established corporation, we have a simple and effective way for you to start understanding your buyer personas, built from an exercise that is popular amongst the startups and founders we work with. Our Buyer Persona Worksheet & Exercise was created specifically for founders, business owners, and teams to get into the minds of their target audience to start speaking their language and creating compelling messaging that truly resonates. Download the Buyer Persona Exercise & Worksheet today to start ramping up your marketing efforts and reach the audiences that are waiting for you.

Download the Buyer Persona Exercise & Worksheet today to start ramping up your marketing efforts and reach the audiences that are waiting for you: [bit.ly/buyer-persona-exercise-2020](https://bit.ly/buyer-persona-exercise-2020)



### ELLWED'S BEST WEDDING OF 2019 HOW WE CHOSE THE BEST WEDDING AND THE BEST INSPIRATION

First and foremost, the wedding story must be published in our magazine in that year, to be considered for "The Best of" wedding AWARD by Ellwed.

We are always looking for unique ideas, we focus on the theme, trend factors and the overall look. To be nominated for the award, the wedding or a styled shoot has stand out.

We are paying attention at the style and the quality of photography, as well as:

- The design
- New, inspirational ideas
- Different, unique elements
- The location – in Greece
- Magazine worthiness
- The story behind the shoot or wedding
- And to be current or up to date

The final decision is then down to personal and expert opinion.

To stay fair and unbiased, we exclude our Ellwed Cover Shoots from this award.

The winning wedding is announced in the last issue of Ellwed - Winter issue.

### Best of weddings in 2019

For the best wedding in Greece we chose this beautiful and happy love story from Crete, which ticked all the boxes! Although, there was some tough competition from our previous issues, we could not look past the happiest bride we have ever seen! This romantic and happy wedding full was planned by Gamos Crete and captured by Hanna Monika Photography. Thank you submitting this Real Fun and Whimsical Wedding to Ellwed.

If you missed it, see this wedding on page 137 in the Spring2019 issue of Ellwed.

### Best wedding inspiration of 2019

This one was difficult to choose from since we had so many beautiful submissions of extremely talented Greek and International vendors from all over the world. It was a very close call between several amazing inspirations, but our winner is this group collaboration organized by the young aspiring team! This shoot ticked all boxes and more. What truly made this the winner was the elegant use of gold and pampas grass in one shoot. Keeping it elegant, classy and on trend! We want to thank Tonia & Theodore Photography for capturing and submitting this Styled Shoot to Ellwed.

If you missed it, see this wedding on page 125 in this issue.

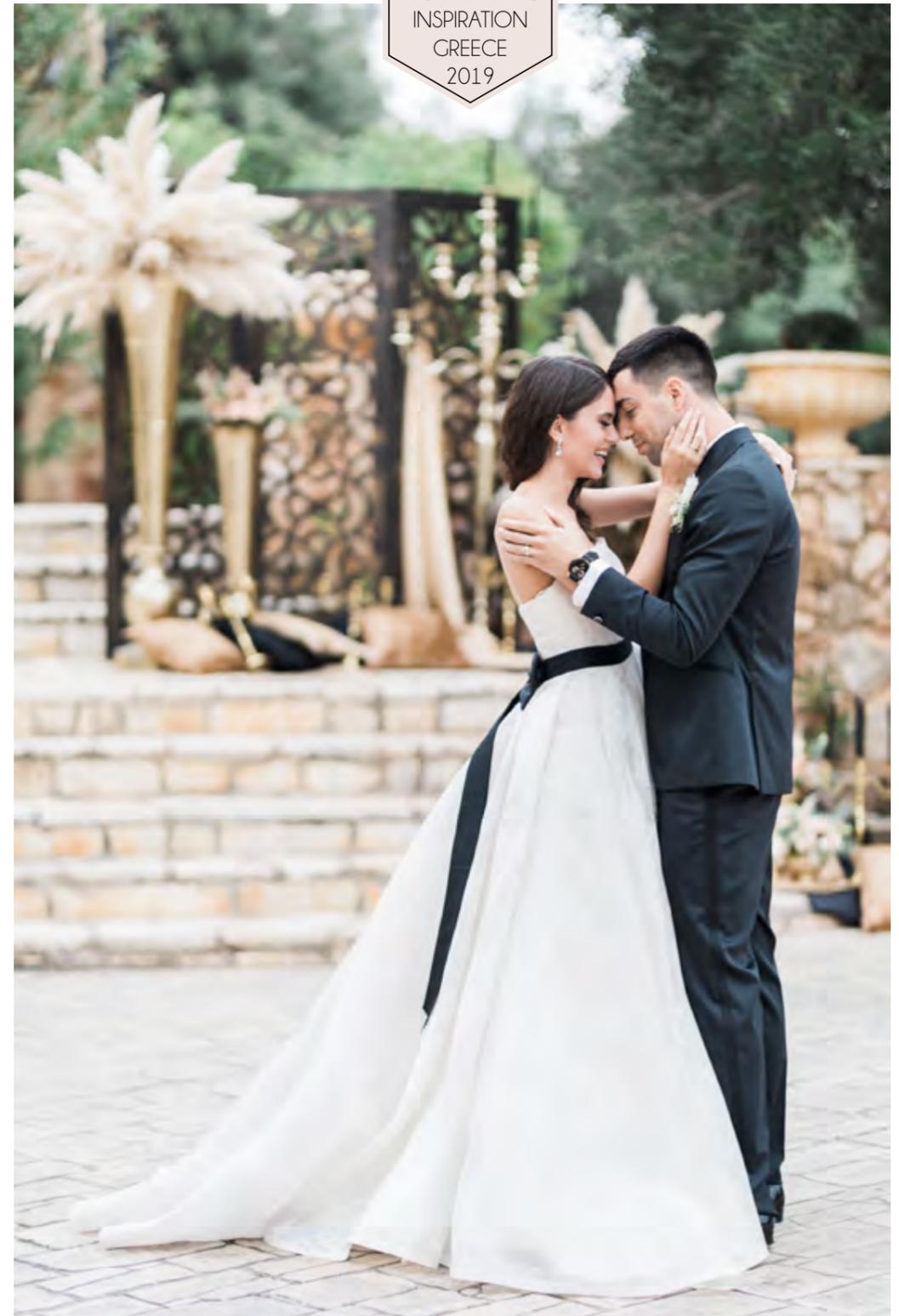
*Now winners, claim your badge and wear it with pride!*

*ellwed*  
BEST OF  
REAL WEDDINGS  
GREECE  
2019



Photography, Hanna Monika Photography

*ellwed*  
BEST WEDDING  
INSPIRATION  
GREECE  
2019



Photography, Tonia & Theodore Photography

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Wedding Industry, you  
should Join**



**For Networking, Learning,  
Growth and of course  
Coffee!**

**Let's debate over a cup of coffee  
@gwcoffeeclub**

CHEERS and THANK you!



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