

# Wedding trends

## 'Fairy godmother' has made a difference for local brides with her day-of business

Compiled by Gene Garaygordobil  
Photos by Jessica Frey

When it comes to weddings, every couple wants something different. While some may not strive to carry out the trends in this industry, others do. For those who can't decide whether they should have their wedding outdoors or what food to serve, that's where a special day-of coordinator falls into place.

Being the busy "fairy godmother" that she is, Colleen Bauer took time from a big Las Vegas wedding to discuss wedding trends she's seen while running Fairy Godmother, where she's a wedding day-of coordinator.

Bauer called from the Bellagio hotel in Las Vegas as she was getting ready for a wedding, which included 150 guests and a bride she's worked with for a year.

Her wedding coordinating business is a part-time job because her full-time profession is as deposit relationship manager/vice president for Rabobank where she works with high-network customers from Bakersfield to Fresno — among many other duties, she said.

Working on weekends means that it doesn't interfere with her career. It's something she loves to do, and she didn't want to give it up, Bauer said. So that's why she chose the day-of coordinator idea.

"You are not going to all the wedding-related appointments, but you are there for the entire wedding, which are mostly on weekends," she said. "We orchestrate and assist, so the bride and her mom can step back and relax on that very important day."

Prior to creating her wedding coordinating business she started two years ago, she did party and event planning for eight years.

Her first year with Fairy Godmother, she did 23 weddings. She doubled that the following year. Her business includes seven people, four wedding coordinators and three assistants. All weddings get a coordinator and



Neutral colors are making a comeback in weddings.



More brides are choosing lace.

an assistant.

And she never gets bored because every wedding is different.

"We always do a follow-up with the bride to find out their experience," she said. "It's a fun business."

Bauer admitted she did her homework

before jumping into the day-of coordinating business, including calling the local bridal association, researching bigger metro areas and checking the competition. Every detail was taken into account, even the name and marketing merchandise, like the little fairy on her business cards.

"During our events, they may not remember our names, but they are always looking for the 'fairy godmother,'" she said.

Here are some trends that she has noticed during the past several months:

### More moms are hiring wedding coordinators/planners

"That's because moms don't want to work at their daughters' weddings," she said. "Many times, moms end up doing all the work. And someone has to be in charge of the wedding, so that's us."

In some cases, Bauer doesn't meet the bride until the day of the wedding because she is just working with the mom.

"Our last three appointments have been with a mom," she said. "They want to have fun and enjoy the wedding, not work it."

### Changing of rooms

"They are getting married in one area, moving guests to another area for cocktails,

music and hors d'oeuvres, then move to the reception site for dinner," she said. "Then everyone moves to a club room that changes the feeling, with a dance floor, music and the cake."

Bauer said it makes it more interesting for guests. Sometimes, it is just changing rooms at the same overall location.

One wedding she worked on started at the church, went to a home's front patio, then to the back yard and finally to a game room, which became the club room. "It's pretty cool," she said.

### More brides are going with lace

"This is something I am real excited about. For years, brides dresses have been sleeveless. Now, there is a lot of lace coming back, including lace bolero jackets.

### Retro weddings

Brides are going for that retro-style 1950s look, with pillbox hats, shorter wedding dresses. "It's more of a vintage look, and some even theme weddings around that retro style.

### Family-style food service

This involves long family-style tables and dinners with food in the middle, much like a

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Themed weddings are becoming more imaginative.

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Basque restaurant, which makes for a more inviting setting.

"It is more family-friendly, yet it can still be pretty and elegant," Bauer said. "It has a different feel to it."

**Goodnight stations**

These are popping up because there are big lulls of time in which guests don't eat. Dinner is usually served at 6 p.m., and besides a bit of cake, there is nothing more for the wedding, which sometimes end at 11 or 12 at night, Bauer said.

"Some weddings bring in snacks around 9 or 9:30 p.m.," she said. "One bride I am working with is planning a to-go bag, with a little dessert to go."

**Themed weddings**

"These are things that they are into," she said. One bride really liked rock and roll, another had a black and white theme, throughout the entire wedding.

**Grooms are more involved**

"More grooms are coming to meetings, involved in color selection and cake testing. Vendors have done a good job making

grooms comfortable coming to appointments."

Brides feel better because it's nice to have a partner through the entire process. But Bauer tries to coach brides not to disclose every detail and to keep it simple.

"When guys are involved, they are not just a guest at their own wedding."

Most grooms feel strongly about things that are important and exciting to them, she added.

**What the groom is wearing**

"I'm seeing more suits and less tuxes," Bauer said. "Fancy ties, with colored suspenders."

**Two wedding dresses**

"We are seeing the bride start out with a fancy ball-type gown, then changing into more of a cocktail-style wedding dress, which is easier to dance in," Bauer said.

"You see a lot of that on TV, it hasn't caught on in Bakersfield," she said. "I've had one in Vegas, I have a second bride doing it. It's usually more comfortable for the bride, and it is something different for the guests, too."



Outdoor weddings are popular, especially in the fall.

**More outdoor weddings**

"In Bakersfield, we have great weather most of the year," Bauer said. "So we have outdoor weddings in May and June, and they are really huge in late September, lots in October and some in November."

**Neutral colors**

"With spring coming up, a lot of brides are choosing colors that are neutrals, making a statement with taupe, champagne and moss green."



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