

# charleston weddings

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Your Lowcountry bridal guide from the  
publishers of charleston magazine

Winter 2009

## 60

*Do-It-Yourself*  
**Ideas**

*for Brides  
on a Budget*

## Real-Life Weddings

**fab** flowers  
**sweet** cakes  
**dream** settings

*Plus!*

*Money-Saving Tips  
Lowcountry Beauty Advice  
Best Local Resources*

Shot on location at  
Drayton Hall (page 132)

## True Romance

*Perfect looks for  
your perfect day*

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Alli Hobbs to Mark Peavy  
October 25, 2008  
Innovative ideas plus \$25,000 equal  
one gorgeous Charleston wedding



“Considering the state of the economy,” says New York gal Alli Hobbs, “issue number one on most brides’ minds is saving money while maintaining beauty and not sacrificing too much.” Counting herself in that camp, she and her fiancé opted for a small, smart wedding that stretched their dollars. They chose a morning ceremony and brunch reception (less pricey than dinner) with Bloody Marys and mimosas (less expensive than an open bar). And since Alli had a clear wedding day vision, she just needed a top-notch event coordinator to polish it off and pull it together. W.E.D.’s Ellen Robinson typically tackles six-figure affairs but compromised since the well-thought out (and early) event didn’t call for much manpower. The result? A stunner of a fall fête.



(clockwise from above) **BLISSSED OUT:** Alli and Mark fell for Charleston while visiting her parents here. Capping their guest list at 70 kept the wedding intimate—and more affordable. **IVY LEAGUE:** Dahlia Designs used a fair amount of locally harvested (and thus inexpensive) ivy and magnolia to bring floral costs down. **MAD HATTER:** The couple’s pooch, Maddie, wore a ribbon leash in one of the wedding’s signature colors—purple. **PIECE OF CAKE:** Moss-covered tiers bore dozens of decadent cupcakes from Ashley Bakery—an alternative to a pricey formal cake. Gold-kissed paper wraps and fresh blooms dressed up the treats.

CHARLESTON WEDDING PHOTOGRAPHY



## Cost-Saving Tips

### THE LOCATION

Alli and Matt booked the Confederate Home, where they hosted a garden ceremony and sit-down brunch on the same property for one rate.

### THE ATTIRE

**The Bride:** Alli got a past-season Vera Wang gown at a sample sale, which costs less than a current release.

**The Bridal Party:** The couple opted for only a matron of honor and best man, who were able to select (with guidance) their own attire.

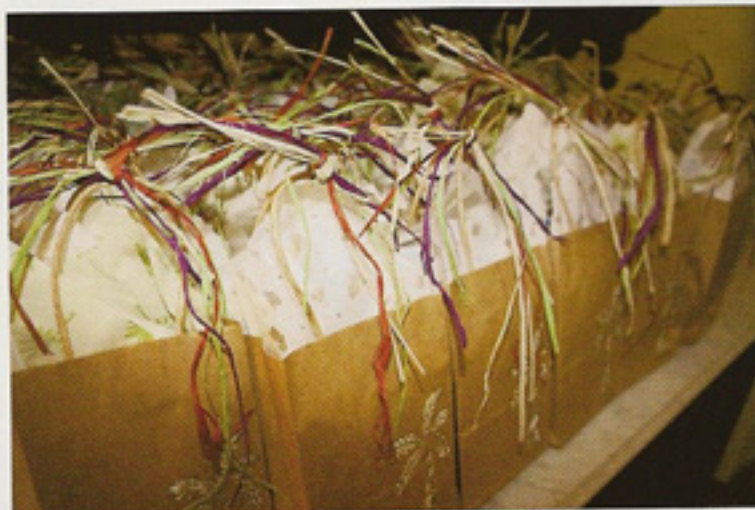
**The Ushers:** Male ushers wore their own suits and the couple gifted them ties, which brought the color scheme together.

### THE DETAILS

**Décor:** Elegant but simple ribbon streamers in purple and green gave a lot of bang for the couple's buck.

**Stationery:** A designer pal made the invites, and Alli created programs herself with a color printer, kraft paper, and ribbon.

**The Photographer:** Setting a strict shooting time limit and opting for an online album (rather than an actual one) to trim photo costs.



**SWIFT GIFT:** Alli purchased kraft paper gift bags, which her mother then hand-painted with palmettos. Since most guests were out-of-towners, Alli included local guidebooks (free from the visitors center), pralines, and Charleston cookbooks, which were bought at a discount since they were ordered in bulk. Tissue and raffia in the wedding colors—purple, orange, and green—tied the package together.



**HAIR APPARENT:** Alli sought out a newbie at a local upscale salon. She was thrilled with the results and saved by working with "junior" talent.

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# To Love & Cherish

*Memories like these are worth holding on to*



*"We have relatives who lived in the area in the late 1700s. Our forefathers stood on these grounds and performed the same tradition of jumping the broom. It was like we were jumping into our new lives together."*

*-Michelle Sermon married Earl Newsome on November 1, 2008*