

Harper's

BAZAAR

MAY 2014, ₹300

BRIDE

EXCLUSIVE
SHRUTI
HAASAN
& RAHUL
MISHRA

ART WEDS *Fashion*



9 772348 116002

BRIDAL SHAPES TO FLATTER YOU



FESTIVE BOUQUET

Azizan Ali, the talented founder of *Design House Decor*, recounts a floral-themed wedding.

Text by **MALEEKA KASHYAP**

With a creation style that centres on glam with a flair for extravagance, Azizan Ali of Design House Decor has been creating waves for her glamorous wedding productions and floral designs in North America. “Ironically, my wedding career started when I was getting married myself. Not impressed with anything in the market, my husband and I decided to embark on our quest,” remarks Ali who executed Laila and Mohamed’s savvy multi-cultural wedding in New York. “Laila really wanted something timeless, with a fresh twist to it,” she elaborates adding, “Crystals are my best friend. Anything new, cutting-edge, trendsetting, and out-of-the-box is what I strive for. I resist repeating styles. Even if clients ask, I will always put a twist in it, customising as much as possible.”

Ali’s own wedding was in a completely white marble ballroom—a blank canvas to work with. She used shades of pink and crystal accents lavishly while designing a fabric cabana for the cake area. Her affinity for this lovely shade of rose comes alive in this wedding as well, wherein an array of fresh flowers pocketed in all shapes and sizes around the venue lent a surreal aura.

Detailing the production of events of such scales, Ali says, “The actual production of these events must be done within hours of walking into a ballroom. However, the pre-planning process can take months—the theme, props, furniture, et al. Then we order all of the flowers, supplies, and accents needed for the décor. A few days before the event, we produce a full pack up. Missing even a single item, when you only have a few hours to set up, can really throw a wrench into the production. On the day of the event, we start as early as we can—even the night before, sometimes.”

The wedding trends in the later part of 2014 will see mosaic mirrors in a big way, says Ali.



“Building structures with glass and mosaic designs will bring a fresh take on ceremonies. Also, gold and silver will make a big comeback too,” she states.

Ali, who holds a degree in design from Fashion Institute of Technology, New York, has planned more than 1,500 spectacular weddings and events till date. To some, channelling creativity at each wedding, and pulling off 30-40 hour shifts at a stretch to ensure perfection in every detail may sound harrowing. But Ali smiles, “Décor matters to the bride the most. Your energy and sanity can run very low, but seeing the bride’s face light up once she enters the venue makes it all worthwhile.” She advises brides to plan ahead—a year in advance, if possible. “This ensures you get what you want. You are able to mull over all of your ideas, and settle on something you are sure you will be happy with,” she concludes. ■

THE FINAL CHECKLIST

Here’s the wedding breakdown for you to plan your own!

- **Bride’s gown:** White by Vera Wang
- **Bride’s shoes:** Christian Louboutin
- **Floral decoration and design:** Design House Decor
- **Venue and catering:** Bridgeview Yacht Club (Island Park, NYC)
- **Photography:** J’adore Love Photography
- **Coordination:** Royal Charms Inc