

the knot



Envision like a pro

NICOLE BRAGHIN AND ARIANNA GRIJALBA, THE DUO BEHIND PLAN DESIGN EVENTS, REVEAL HOW TO HOST AN “OLD MEETS NEW PALM BEACH” SOIREE.

Q: How do I achieve the theme from the WeddingPro Experience?

A: We [along with the event planner, Cristi G Events] kept the event in black and white colors, thinking about the vintage Palm Beach era. We wanted the gathering to have a strong aesthetic because of the guests (wedding professionals). We had everyone dress in black and white, so the attendees would be part of our overall design and color palette. We also had vintage umbrellas and flowers that fit the monochromatic concept.

Q: Where do you start if you want to create an epic experience?

A: When we start the planning process with couples, we ask two

questions: “Who’s coming to this wedding?” And, “What are your priorities?” We mold and tailor our events to the attendees and the various personality types.

Q: Why should I hire a planner?

A: Part of being a good planner is forming connections between our clients and couples. Once we sign a couple and get their profile, our forte is understanding which vendors will be their perfect fit—the same way you’d pick the dress. We know pros have different personalities and styles. (For example, there might be a caterer who specializes in American fare over classic European dishes for foodies.)

Q: How do you maximize the design of an event with a minimal budget?

A: In this case, everybody was part of the decor. We created an experience that was true to the core identity of the event. We also set the tables in a serpentine layout that flowed to the ribbons and couches. We used anemones and tied them all with bows. In fact, anything that we could put a bow on, we did, including the candles.



We went with anemones and inspo from Chanel’s camellia flowers. We wanted something very clean for the design.

—Plan Design Events

Venue: PGA National, Palm Beach, Florida | Planner: Cristi G Events | Designer: Plan Design Events | Photography: Jessica Vilchez Photo | Furniture Rental: Bubble Collection | Linens: House of Hough | Decor: Fuego Productionz | Stationery: Dogwood Blossom Stationery | Host: WeddingPro

EVENT: JESSICA VILCHEZ; HEADSHOT COURTESY OF ANDREAS SELLINDIS