



Saying “I Do” to Proposal Parties

Over-the-top proposal stunts had their moment (thanks to YouTube), but now couples are leaning towards smaller, more intimate gatherings with close family and friends. “No one wants the price tag of a flash mob. There’s been a backlash against them; [clients] don’t want something

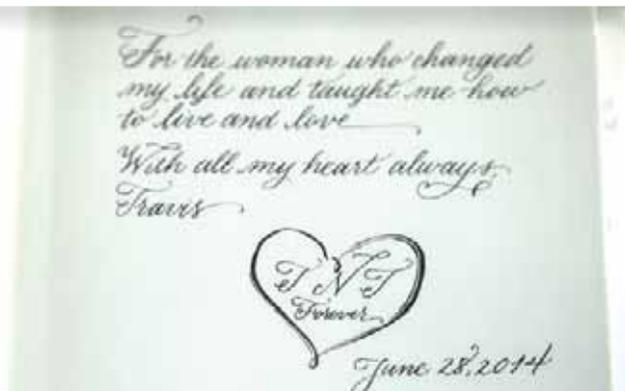
huge and giant,” says Sarah Pease, founder of New York-based Brilliant Event Planning.

Instead, boyfriends (with the help of proposal planners like Pease) are personalizing the event with special details. At the Trump SoHo New York, the executive chef created a custom menu for a six-course meal for one couple, while the event team built a flower arch framing the view from SoHi, the hotel’s event space, which

features floor-to-ceiling windows. Another newly engaged pair got lucky at a casino night with gourmet small bites and cocktails. For one proposal, love poems chosen by the fiancé to celebrate the couple’s relationship covered the table at a private dinner with family members who were waiting in the wings while he popped the question.

Some are even using the day to start a new tradition, such as a time capsule, which carries through to each of the couple’s big life moments, like their wedding day, when they buy a home together, and when they have a child, Pease says.

“Men are just as much into planning as women,” Pease says, and many are choosing a classic romantic setting with lots of flowers and candles. For one such proposal, “the temperature of the room went up 10 degrees because of the candles,” she says.



Guests grabbed calligraphed escort cards that were attached to vintage safety-deposit-box-inspired keys at a bank-theme wedding, which was held at the Skylight One Hanson in the former Williamsburgh Savings Bank clock tower in Brooklyn and produced by Brilliant Event Planning.

Please Be Seated



At the luxury wedding summit Engage!13, Gifts for the Good Life used glowing birdcage lanterns as escort cards, which guests pulled from Todd Events’ live hydrangea wall.



At a wedding by Brilliant Event Planning, guests were challenged to match the clues on their escort cards to a table chart, which listed different places that were significant to the couple’s relationship.



Escort cards on custom drink stirrers were placed in glasses of white peach sangria at a summer wedding produced by Camp Hill, Pennsylvania-based catering and events company the JDK Group.