



## Editor's Note

*Spring/Summer 2010*

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HOLLY CRAWFORD *Editor-in-Chief*

Like many of you who are newly engaged, I recently found myself in a new role: editor of Houston's top bridal publication. I've worked for some of the country's best women's magazines during the last 12 years, but entering the world of bridal publishing is like changing your status from "girlfriend" to "fiancée." The title has a nice ring to it, but it has to soak in that your status has changed. It's a milestone, but something to get used to nonetheless.

And the similarities don't stop there. As I mapped out the magazine, I realized that it's much like the wedding planning you're doing or will soon be doing. I hung out in bridal

quickly became apparent: Not all vendors can "save your date." Many of them are booked far in advance, and you have to keep moving down your list. Houston is full of talented pros who will have room on their calendars—and go above and beyond for you. I'm reminded of all the artistic cake designers featured in "Divine Inspirations," but especially the gracious folks at Three Brothers Bakery, who stepped in (at the *very* last minute) with a confection when another cake didn't pan out. I think of Rebecca Chapman at Plants 'n Petals, who expediently crafted the chic boutonniere that opens "Blooms for Grooms." I remember Event House's Vivian

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boutiques, met with photographers, visited venues (check out "A Space for Everything!") and listened to musicians ("The New Sound of Music" is a must-read). I did my research and cold-called vendors, prevailing upon a chosen few to create custom flowers, cakes and invitations for this issue. During the whirlwind, I kept thinking of you and how much is on your plate. That's one of the reasons there are two stories about relieving stress ("Pretty, Please" and "Tressed Out!"). Let them be a gentle reminder to put in some "you" time at the spa or salon.

It also amazed me how hard it is to connect all the dots and make your vision come together on a timeline. (In our case, it was less than three months!) But one thing

Adeniyi and Kristen Rubin Adcock of Invitation Solutions, who both produced several elaborate samples for "Nouveau Classic." And there are the ever-reliable, calming influences like Casa de Novia's Luvi Wheelock and the Bering's staff. These are the types of people you want to work with when you're putting your memories in someone else's hands.

As you go about your planning, I hope this issue becomes a resource. It's been a labor of love and hopefully it will make your life a little easier. Let me hear how it's going, and when you're back from the honeymoon, send pictures. Maybe next time we'll feature your wedding to inspire future Houston brides. Congratulations, and enjoy!

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