

THE USING YOUR BIG FAKE WEDDING INSPIRATION BOARD

Hi Big Fake Wedding Vendor!

First of all, thank you for choosing to be a part of The Big Fake Wedding. We are so passionate about meeting small business owners and introducing them to local brides, and we're really excited to see what you've got cooking.

When you register for your event, you'll receive an Inspiration Board. These boards are created by for The Big Fake Wedding by Ashley Buzzy, an Atlanta-based designer, who teams up with us to give you a unique, fresh board to work from. We're sure you have a couple of questions about what you're supposed to do with that thing, so let's try and answer a couple:

Why do we need inspiration boards? First and foremost, The Big Fake Wedding is about giving you an opportunity to be **you**. There's no sense in showing a bride something you don't feel represents your style or your company. An inspiration board is not our request to make you imitate someone else or live up to an expectation. Very simply, the inspiration board keeps The Big Fake Wedding from looking divisive, overstimulating or just plain hodge podge. We want brides to feel inspired, so a cohesive environment is definitely a part of that. We really think that environment helps you stand out **better**: brides don't make snap judgements based on whose table was their favorite color or what matched their own wedding plans. You are able to show off your style, your point of view and your personality (especially at the Tunnel of Love!)

How "spot on" should I try to be with my board? That's totally up to you! If you're struggling with your inspiration board (for example: it seems modern and you're more traditional) then definitely stay true to yourself first. A good thing to remember is that everyone else will be working from the same board, so if you stray off the path you should expect to stand out: be brave and use that to your advantage!

If my board uses Pantone 196 Pink, can I use other shades of pink? YES! Pantone colors are used for reference, not rule-making. We trust you to make judgement calls. We also know for you florists or designers - if you feel like you have to use blue flowers there might only be blue hydrangeas at the market, so does that mean we want everyone to use blue hydrangeas? Of course not! Choose what will work best for **your** design, not our inspiration board.

Why does the Inspiration Board have to be so weird and different? Or challenging? Simply put, we know you've had enough. Enough of the same old wedding, same old style. We know you watch shows like Project Runway and wish you had freedom to jump out of the box like that. Now you do! Balance a little bit of marketing with a little bit of trend setting - show your brides what you're ready to sell. Clients in your area might not be ready to believe your wildest dreams, but we are, and The Big Fake Wedding is your chance to tell everyone what's up.

Why is there a song on my Inspiration Board? Well, I don't know about you, but music can tell me a lot about the mood of an event. Find your song on Spotify. Stare at your board. Zone out for a minute. See if it gives you an idea!

Now I'll show you a few images of things that made my creative heart swell with pride - these vendors used their boards to make something beautiful and exciting and we loved it!



rings by jessie jordan jewelry
image by from the hip photography
athens 2013 - rubies + berries



table by statice floral couture
image by izzy hudgins photography
charleston 2013 - lavender + herbs



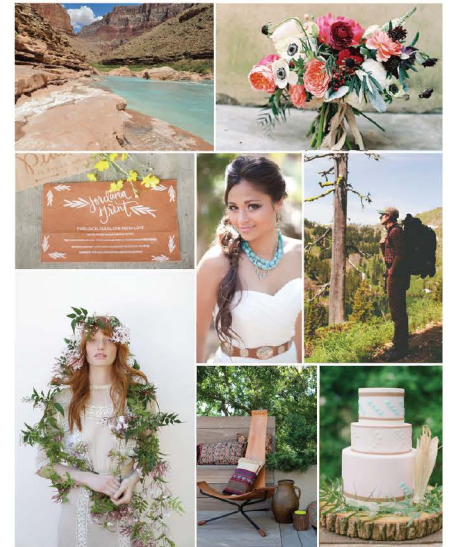
cake by creative crumbs
image by declare photography
nashville 2013 - wild + free



SCARLET BLACK CHERRY STEEL BLUE EVENING FOG STAINED WOOD SILVER



LAVENDER ROSEMARY WET CLAY EUCALYPTUS FRESH DOUGH FROSTY SKY



WILD FLOWER SUNSET FLANNEL LEATHER BRUSH RAW TURQUOISE

Long story short, we just want to give you a great starting point to what will become your own, unique contribution to The Big Fake Wedding. More than anything, you know your business and you know your clients. The ultimate goal of The Big Fake Wedding for our vendors is to give you great exposure and experience. Don't feel pressured to do anything that will keep you from being able to use the event to its fullest!

Talk to your Production Manager about your plans, and if you feel like you want to chat more about your creative ideas, get in touch with us! We look forward to seeing how you'll make your event completely unique - good luck!