



SOFITEL LOS ANGELES

YWD MAGAZINE ISSUE RELEASE PARTY

BY SONIA NORDENSON PHOTOGRAPHY BY CHERYL MAC, PUREIMAGEPHOTO.COM

On, May 31, *YWD* threw another wingding for wedding industry elites, in partnership with The Bridal Bar, this time at the chic and very European Sofitel LA. The celebration, held to mark the release of the magazine's summer issue, began with all the arriving guests—more than 250 people who maintain a standard of excellence in the SoCal wedding industry—being shown to the poolside terrace for cocktails at sunset. The guests imbibed chilled glasses of sparkling, fruity Martini & Rossi Asti, courtesy of the Bacardi company, and enjoyed tantalizing appetizers.

Florist to the stars Eddie Zaratsian of Tic-Tock Couture Florals was our sponsoring floral designer, and his arrangements contributed enormously to the beauty of the event. Just to give you an idea of the kinds of things Tic-Tock does, Eddie surprised us with a floral *YWD* logo that he set afloat in the pool!

After an hour and a half of poolside nibbles and drinks in the twilight's glow, everyone was directed to the resort's main ballroom. Here they got their first look at our breathtaking event design, which included four majestic lounge settings by Raj Tents, set up along the ballroom's four huge windows that overlook Beverly Boulevard; further exquisite Tic-Tock floral arrangements; chairs from Chameleon Chair Collection; custom specialty linens by

Wildflower Linen; the latest in flatware, stemware, and other serving necessities by Classic Party Rentals; and paper niceties from Sugarcube Press. The combined efforts of our amazing sponsors created a very sexy, modern environment—quite in keeping with the ambience of the Sofitel.

Once they were comfortably ensconced in the lounge, our guests intermingled and enjoyed lively conversations as wonderful ambient music was generated by RedShoe Productions.

As they chatted, our friends in the profession also viewed the new magazine issue and enjoyed some really fun food, including Sofitel's signature dessert—cotton candy. The room was packed nearly to capacity...even celebrity chef Kerry Simon (maybe you've seen him as a judge on *Iron Chef America*) of Simon LA, the restaurant within Sofitel, flew in from Las Vegas to make a guest appearance at our gathering.

We especially wish to thank Liz Moran, Sofitel LA's Events Manager, for her kind and able assistance to us in the planning of our party, as well as Harmony Walton owner of the marvelous West Hollywood event resources group, The Bridal Bar, for keeping the Bacardi flowing.

