

Gigi's Flowers and Wedding World



At Gigi's Wedding World, we have a Bridal Consultant to assist you with your wedding plans...at no extra charge. We will help you coordinate your wedding flowers, invitations and photography in one complete package.

So why waste your time running all over town trying to coordinate your plans, when we can lessen the burden of decision making by helping you plan exactly what you want within a reasonable budget. For your convenience we can confer with you in your home or at one of our convenient locations.

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Album included

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CEREMONY ONLY

Including Posed
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12 - 8x10" Color album
included

\$72⁰⁰

WE KNOW THAT THE BRIDE OF TODAY WISHES TO HAVE SUPERIMPOSED AND MOOD (AVAILABLE LIGHT) PICTURES IN HER WEDDING ALBUM. WE TRY TO GIVE A SELECTION OF THESE PICTURES, WITHOUT OVERPOWERING THE ALBUM.

PLEASE PHONE OR STOP IN FOR OUR FREE BROCHURE WITH COMPLETE PRICES AND 40 PAGES OF WEDDING ETIQUETTE INFORMATION THAT EVERY BRIDE NEEDS TO MAKE HER DAY OF DAYS PERFECT. WITH EACH BROCHURE IS A GIFT CERTIFICATE WHICH MAY BE APPLIED TO ENGAGEMENT, PRE-BRIDAL OR CANDID WEDDING PICTURES. NO SALESMAN WILL CALL ON YOU.

McFerran Studio Inc.

REDFORD
McFerran Studios, Inc.
21719 Grand River
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The Wedding Coordinator



For Dolly Rotenberg and Esther Rosenthal, a wedding is an every day affair.

Dolly and Esther are wedding coordinators, and getting three or four brides per month down the aisle is an integral part of their lives.

The pert lively mother of two grown children, Dolly is the spokesman for them. "Esther and I complement each other," she explained. "Whereas I might know more about food and flowers, she is the expert on invitations and seating arrangements. Yet one can take over the other's province when necessary. It's a perfect partnership."

ESTHER, A SOUTHFIELD resident and the mother of two daughters, agreed.

The two women, who plan parties as well as weddings, consider themselves "the coordinating arm of the bride and her mother. We're the committee to get things done and absorb the shocks."

"There are many emotional upsets involved with a wedding," Dolly declared. "Even when a mother and daughter are very close, they may have a tremendous fight before a wedding. When we tell them this ahead of time, it relieves their guilt. We say, call us, that's what we're here for."

A first appointment with Dolly and Esther gets down to basics. After the date, time and place for the wedding have been selected, Dolly and Esther want to know what kind of "look" their clients want.

To determine this, they ask the bride and her mother to go through books of pictures of past weddings, which show flower and table arrangements, tables of food, color schemes and different photographic styles.

"Each florist, each caterer, each photographer has his own look," Dolly explained. If a bride wants a simple, naturalistic setting for her wedding, there are certain florists who do this very well. A more lavish floral design usually takes a different kind of florist.

We have the benefit of nine years experience, she continued. A bride's mother may have worked with a certain caterer at a party or two, but we have worked with so many different ones. Certain caterers are better at certain kinds of food than others. We know who they are.

THE TWO WOMEN are paid by their clients according to the size of the wedding and the details involved. "Once we have determined the kind of wedding they want, it is our job to see that they get it -- with peace of mind," Dolly declared.

She was firm about the fact that as wedding coordinators they receive no "kick-backs" from the people and services they recommend. "This is the only way we have the upper hand,"

Dolly maintained. If I don't like the way something looks, I say "change it." If I were receiving money on a commission basis, I would be less effective.

In other cities, notably New York and Chicago, wedding consultants work differently, she acknowledged. The consultant gets a percentage of the fee from each service he recommends.

Dolly ranked "ear appeal" -- music -- right alongside "eye appeal" -- flowers and color -- as two vital ingredients for a beautiful wedding. "Couples today usually have a very firm idea of the kind of music they want during the ceremony and at the reception afterward," she said. Very often they want an ethnic feeling to their music.

The problem people run into when they have no wedding coordinator is that each separate person they are dealing with thinks he is the most important part of the wedding, Dolly said. To the florist, the flowers are everything. To the musician, the music is prime. To the photographer, the picture's the thing.

"The wedding coordinator knows that it is the combination of many different things that make a beautiful wedding. She keeps everything in its proper perspective."

Dolly and Esther also help the bride to select her "paper trousseau" -- invitations, thank you notes, announcements, matches, napkins and other miscellaneous items. At their Southfield shop, The Paper Place, recently opened as an extension of their wedding and party planning services, a bride has a wide assortment from which to choose.

THE WEEK PRIOR to the ceremony may be busier for Dolly and Esther than for the bride and groom. The coordinators must attend to a myriad of details including writing out seating lists and place cards and making sure the wedding announcement gets to the newspapers. "Sometimes we even make the honeymoon reservations and order flowers and champagne for the room."

"We handle the rehearsal, pick up the gowns, dress the bride and get her down the aisle," Dolly said. "There was one bride I literally had to yank from her dressing room. Once she saw her groom waiting for her, she was just fine. Following the ceremony, we are the first ones to greet the bride. We hook up her train and set her into the receiving line if there is to be one."

"We get very caught up with our brides," Dolly confessed. "I can't think of a nicer business for a woman to go into, whether or not you believe in women's lib. Ours is a job that makes full use of a woman's special talents. I love every minute of it."