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# THE PERSONAL *touch*

Your wedding is a truly personal event, and therefore the services you choose to employ should be completely bespoke. Here we speak to three professionals in the industry about the importance of individualism

## BESPOKE JEWELLERY

Designing your own wedding band is becoming more popular and what could be more personal than inviting an experienced jeweller into your home to help create your ideal ring? Cooljools, a company which specialises in custom-made wedding rings, tells us how a bespoke service can make all the difference.



### WHAT ARE THE BENEFITS?

"Our home visits only happen when it suits the customer. More often than not, this is during the evening, when couples can relax and take their time without feeling under any pressure.

"We only make to order, and our prices are very competitive. In addition, all of our rings are guaranteed for life. This means that any sizing or repolishing is always free of charge and we even offer to clean and polish the bride-to-be's engagement ring at no extra cost.

"Brides and grooms-to-be also have the luxury of designing their own bands. The only time we'll ever say 'no' is if the customer is asking for something which is not physically possible. As a company we pride ourselves on helping clients make the right choice by offering a vast combination of designs, profiles, metals, widths etc, and also by encouraging the customer to discuss their ideas.

"We have found that while custom-made rings are becoming more popular, they needn't be any more expensive. We currently have around 250 designs available, as well as 100 or so combinations, which provides literally thousands of possibilities. However, any style of ring can be created if you have something particular in mind.

"We offer in-house craftsmen as well as the services of specialists when a particular skill is called for, and a bespoke piece can take anything from a few days to several weeks to make – it all depends on the complexities of the design."

Visit [www.cooljools.co.uk](http://www.cooljools.co.uk) for further details.

Lisa Sabin, director of Just Bespoke Wedding Consultancy in Brentwood, shares her top tips on achieving a bespoke big day.

- ♥ Create a moodboard to show suppliers what you want
  - ♥ Consider the elements that define you and your relationship, and use these to help shape the personal touches
  - ♥ Be original, and don't be swayed by the opinions of others
- For more advice, visit [www.just-bespoke.com](http://www.just-bespoke.com)

## BESPOKE SERVICES



## CUSTOMISED FAVOURS

A couple's choice of favours can say a lot about them, so it's important to be selective. Here, we speak to Juliet Sewar of Fancy Nancy in Leigh-on-Sea about providing individualised gifts for guests.

### WHAT ARE THE BENEFITS?

"The only real limit here is your budget. We have great fun making bespoke favours for couples and really encourage our clients to be creative. We've made boat-shaped cookies for sailing enthusiasts, shoes for a bride to match her Laubovain heels, and floral cookies to match the bouquet.

"If your cake designer/favour maker is artistic they should be able to pick out an element from any idea and make this work in an edible creation for you. It's also a very reasonable way, financially, to give something thoughtful to your guests, especially if you add a personalised name tag and double the favours up as place names – a service that we also provide."

Handmade cookies start from £1.95. For further information visit [www.fancynancy.info](http://www.fancynancy.info)

## TAILORMADE GOWNS

An ill-fitting or unflattering wedding dress is every bride's nightmare, so the thought of having a gown customised to suit your theme and figure is an appealing one. Here we speak to Mary at The Bespoke Wardrobe in Danbury to discuss the merits of having a tailormade gown.

### WHAT ARE THE BENEFITS?

"From the outset, each client will be involved in the design and evolution of her dress. Each gown is a unique response to the client's wishes and personality, and The Bespoke Wardrobe offers brides the opportunity to have an individual gown made to their own requirements, ensuring the perfect fit.

"Creative and original designs are always underpinned by a knowledge of couture methods and decorative techniques, and the boutique is filled with inspiration – rails of gown samples, silks, laces and beading swatches all help our clients to visualise what they want. We can even incorporate a specific piece of fabric or an heirloom into the design."

A bespoke dress can take up to six months to complete and requires at least three fittings. Prices start from £1,995. Visit [www.thebespokewardrobe.co.uk](http://www.thebespokewardrobe.co.uk) for further details.

