

THE ATLANTAN

Brides

Endless LOVE!

BEST DRESSED: GOWNS THAT BREAK THE BOLD!
Cartier's New Royal Treatment > RADIANT RINGS
BRANCH OUT! MODERN-DAY BOUQUETS
METALLIC CAKES > *Atlanta's Reception Real Estate Boom*
and the Most Wow-Worthy Weddings!

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BY THE PUBLISHERS OF THE ATLANTAN



A flip-worthy favor from Flippitydooda.

Flip It Good!

The latest interactive wedding photo craze is sure to make your guests flip. First, **Flippitydooda** sets up an area at your reception where guests can record a short video clip. Then, in less than two minutes, owner Sarah Asher and her team transforms the video into a saddle-stitched, 60-page flipbook. Averaging 45 flipbooks per hour, couples can choose book covers in advance based on color schemes, monograms or any other wedding motif imaginable. "If a bride can dream it, we can create it," proclaims Asher. Fully customizable, pre-made flipbooks offer a fun—and unforgettable—take on save-the-dates, place cards or party favors. Newlyweds later receive a DVD of all the videos made during the night, making for a memorable montage. *Priced by the hour. 404.934.6559, flippitydooda.com. —Jennifer Smith Williams*

Number Crunch

36,995

The estimated number of Atlanta weddings in 2009.
—The Wedding Report



Goody Two Shoes

Earth- and posture-friendly footwear line **OKA b.** has released a line of vow-worthy looks just in time for wedding season. With five styles ranging from chic flip-flops to classic slides and thongs, the recyclable sandals come in a soft palette of bridal whites and creamy tones offering brides and their attendants extreme comfort without scrimping on style. Personalize yours with interchangeable ribbons or adornments made from hand-set crystals, seashells and silk rosettes, or coordinate with your bridesmaids for some communal comfort. All OKA b. shoes are bacteria-resistant, nonslip, durable and easy to clean. And for the ultimate feel-good finish, brides and customers are invited to send their fully recyclable, well-loved OKA b. sandals to the company's low-waste Atlanta factory, where the used shoes are broken down to make new ones. *Available at shoesthatloveyou.com. —J.S.W.*

From left: A bride stepping out in OKA b.'s Juliet sandal. The Hadley flop in Caribbean blue with an indigo, gauze-layered flower.



Richie Arpino's mineral-based makeup.

About Face

Celebrated stylist and salon owner **Richie Arpino** has launched a new line of makeup that is sure to grace the face of many Atlanta brides. The mineral-based line includes lead-free lipsticks and glosses, cream-to-powder foundations, concealers, powders, bronzers and more than 20 different shades of eye shadows. "The foundation is so light on the skin. It feels like silk but still gives my skin the coverage it needs," explains an Arpino devotee. *Available at Richie Arpino Salon, 3201 Paces Ferry Pl., 404.231.5092, arpinosalon.com. —Phebe Wahl*

Good Grooming

Atlanta's Le Tux Shop owner Rik Ducar answers our questions for fashion-forward fellas:

How have groom dressing trends changed? We see a lot of destination-wedding wear now, like cotton linens and neutral colors. It rests heavily on the venue, more so than the time of day or the event's formality.

What are the biggest influences on their style? Everything from *Mad Men* to the red carpet. James Bond. Frank Sinatra.

What is the worst decision a groom can make? Wearing too much color. It's best to keep colors on the bride's side. Groomsmen should complement the overall look, not compete with it.

Any ideas for unique groomsmen gifts? Bow ties and braces. The guys can wear them in the wedding and then keep them to spruce up their wardrobes. —J.S.W.

Le Tux Shop, 99 W. Paces Ferry Rd., 404.846.9313, letuxshop.com.

Wool Penn tuxedo with peak lapel by Jack Victor available through Le Tux.



They Just Clicked

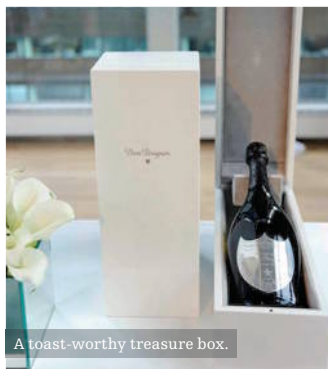
“For a long time there has been very much one train of thought for buying a wedding dress,” says Holli Rogers, buying director of Net-a-porter. Appointments are made, fittings are finalized, and the dress is delivered months later. But for brides who crave a more instant fashion fix, online options are now available.

Online boutiques like **Net-a-porter** and **Gilt Groupe** offer brides a click-and-buy option for finding their gown. Net-a-porter's Wedding Boutique stocks swoon-worthy frocks and accessories from high-end designers like Lanvin, Alice Temperley and Valentino, while Gilt Groupe's wedding-themed sales serve up leading

From left: Embroidered brocade gown by Carolina Herrera, matte silk bridesmaid dress by Thread Shiloh and tuxedo all available on Gilt Groupe.

labels like Carolina Herrera and Thread Made to Order. Both shops stock everything the betrothed might need, including sharp suits for the groom and honeymoon packages. With personal picks from top tastemakers like *Martha Stewart Wedding's* Darcy Miller, Gilt even offers an editor to help aid in the planning process. And unlike traditional brick-and-mortar bridal shops, Net-a-porter's frocks are available to ship as soon as the order is placed, even same-day delivery via messenger in London and New York. Brides are busy, and as Rogers offers, “This site lends itself to the spontaneity of life.” *Net-a-porter.com* and *gilt.com*. —P.W.

New on the Scene



A toast-worthy treasure box.

The Grande Dom

A wedding is one of life's truly special occasions. What better way to celebrate it than with some chic bubbles? To that end, Dom Perignon has unveiled a new, customizable look: **Dom Perignon Wedding**, a case of 12 bottles of its Vintage 2000 with a bonus 13th bottle in a white-lacquer box for the bride and groom. Better still, for the first time in three centuries, Dom Perignon is allowing its iconic shield to be altered to bear the couple's names and wedding date. The celebrated sip of celebrity couples like Tom Cruise and Katie Holmes, and Lady Diana Spencer and Prince Charles (who poured magnums of Dom's Vintage 1961 at their royal wedding), we think this news calls for a toast! *Pricing starts at \$2,080. Available by special order through Crush Wine & Spirits, crushwineco.com.* —P.W.