



*The Wedding Salon*



## Fact Sheet

Founder & President	Tatiana Byron
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Markets	New York Los Angeles Miami Chicago
Services	The Wedding Salon is the world's first luxury wedding showcase, featuring must-have products and services for the sophisticated bride and groom.
Facts	The Wedding Salon was launched in 2004 with Martha Stewart Weddings.
Stats	The Wedding Salon caters to the \$120 billion recession resilient bridal industry. The marketing efforts of the events reach over 1 million women each year.

# The Wedding Salon

## Media Partners

Brides Magazine  
Inside Weddings  
Lifetime's "Get Married"  
Town & Country Weddings Magazine  
The Knot

## Featured In

ABC Morning News  
Access Hollywood  
AM New York  
BizBash  
CBS Morning Show  
Elle Magazine  
Entertainment Tonight  
Fortune Small Business  
Fox & Friends  
Gotham Magazine  
Grace Ormonde Wedding Style  
In Touch Weekly  
Martha Stewart Living Show  
Martha Stewart Weddings  
Miami Herald  
NBC Today Show  
New York Daily News  
New York Magazine  
New York Post  
OK! Magazine  
Palm Beach Post  
The New York Times  
US Weekly



# The Wedding Salon

## Clientele

Angel Sanchez  
Aruba Tourism Authority  
Bernard Maisner Calligraphy  
Bobbi Brown  
Bridal Reflections  
Cap Juluca  
Cayman Islands  
Ceci New York  
Christian Dior  
Christofle  
Colin Cowie Lifestyle  
David Tutera Weddings  
Disney Fairytale Weddings  
Dylan's Candy Bar  
Emmanuel Ungaro  
Estée Lauder  
Fauchon  
Feast & Fetes  
Four Seasons Hotel & Resorts  
Godiva Chocolatier  
Gordon Ramsey  
Harry Winston  
Hansen's Cakes  
JACOB & Co.  
Jimmy Choo  
John Barret Salon  
Kleinfeld  
La Maison du Chocolat  
Leading Hotels of the World, LTD.  
Lladro USA  
Mandarin Oriental  
Martin Katz Ltd.  
Mindy Weiss Party Consultants  
Monique Lhuillier  
Neiman Marcus  
One & Only Palmilla  
Orient Express Hotels  
Orlane Paris  
Piaget  
Preston Bailey Entertainment & Set Design  
Relais & Chateaux  
Rolls Royce  
Romona Keveza  
Saks Fifth Avenue  
Sylvia Weinstock Cakes, Ltd.  
The Breakers- Palm Beach  
The Beverly Hills Hotel  
The Gansevoort  
The Registry @ Bloomingdales  
Thomas Pink  
Tiffany & Co.  
Universal Studios Hollywood  
Valentino  
Vera Wang  
Victoria's Secret  
Williams Sonoma  
Wolfgang Puck  
YSL

# The Wedding Salon

## Testimonials

"I think it's a marvelous event where people meet each other, talk to each other; vendors share, brides get to meet everybody, they get to see what's out."

~Sylvia Weinstock, Sylvia Weinstock Cakes, Ltd.

"I think that [Tatiana] actually accurately followed through with her vision to have a space where brides... experience the different details of a weddings, from hearing the music to seeing the tables set to seeing makeup..."

~Darcy Miller, Editor, Martha Stewart Weddings

"This event has brought together the best of the best professionals to meet with prospective brides."

~Martha Stewart, Martha Stewart Omnimedia



# The Wedding Salon

## Tatiana Byron

Tatiana Byron, owner and founder of 4PM Events, is known as a premier event planner and has worked with world famous celebrities including: Lionel Ritchie, Diana Ross, Joan Rivers, Mary J Blige and companies like Cirque De Soleil, Sony Entertainment, Capitol Records and GQ Magazine making her the ultimate Hollywood Insider. She's the jet-set's party planner of choice from Moscow to Monaco, from New York to London, from California to Cannes.



This Russian beauty is a mogul in the making, turning one opportunity into many. In 2004, Tatiana teamed up with Martha Stewart and created The Wedding Salon. Shown in the four major markets, New York, Los Angeles, Miami and Chicago thousands of celebrity and socialite brides-to-be line up to gain entry into this prestigious event.

The Wedding Salon features the latest in must-have products and services. From Sylvia Weinstock Cakes, to Tiffany rings, Couture Wedding Dresses and everything in between; this event is for the sophisticated bride and groom. The celebrity stylists and planners of Demi Moore, Gwen Stefani and Christina Aguilera's among others are known for frequent visits to this showcase.

Besides The Wedding Salon, Tatiana has launched The Wedding Bootcamp, which caters to the D-I-Y bride. This event teaches brides how to plan their own successful weddings. The Wedding Bootcamp is the ultimate resource for the latest wedding tips and trends.

**FREE AGENT**  
**TATIANA BYRON**  
Event Planner

# A \$500,000 WEDDING?

Want exotic? 4PM Events can plan nuptials around a tiki barbecue or a trip to Tuscany. **By Patricia B. Gray**

**N**OT LONG AGO A WEDDING WAS a modest affair: a little lace and a bit of the bubbly were all it took to launch a couple on the sea of matrimony. These days it calls for much more pomp and ceremony. How about a three-day bacchanal on the beach in Bali? Or an Egyptian feast with a bevy of waitresses spray-painted gold to serve the champagne? Care to exchange vows in a hot-air balloon drifting over the vineyards of Napa?

Coordinating such an orgy of consumption requires the services of a professional wedding planner such as Tatiana Byron. Her Miami company, 4PM Events, posted revenues of \$1.3 million in 2004, triple the amount in 2003, and she says the company is solidly profitable. She planned about six weddings last year, including one for 40 guests in Tuscany. Byron rarely handles a wedding with a budget of less than \$100,000, and on average, couples or their parents usually spend about \$500,000. Byron takes a cut of the budget, with the percentage varying according to the size and complexity of the celebration.

Her weddings typically last for days, with a schedule of activities for guests that may include regattas, tiki barbecues, and spa treatments. "A wedding is theater," Byron says. "My job is to choreograph the production from the launch of the couple's website until the last guest leaves."

Planning parties comes naturally to the 33-year-old, who emigrated from Russia in 1978 at the age of 6. While attending Boston University, she worked for nightclubs, using her dorm room to plan events that would draw college crowds. A few jobs later, in 2002, she launched a corporate event-planning business. But she always

had her eye on the big jackpot—weddings. After all, nuptials are a \$50-billion-a-year industry. There are 2.4 million weddings a year in the U.S., and the average cost is \$22,000, about 40% more than five years ago. One out of every three brides hires a wedding planner.

Byron made a splash earlier this year when she staged a wedding for the TV series *Queer Eye for the Straight Guy*, and prospective brides started contacting her. To keep the customers coming, she hosts two bridal shows a year, in

## » WHAT SHE MAKES, WHERE IT GOES

TATIANA BYRON thinks of each wedding she stages as a theatrical production—call it *Treasure Aisle*—given how much her clients seem willing to spend.

2004 INCOME	MAJOR EXPENSES
\$1.3 MILLION (CLIENT FEES \$700,000 BRIDAL-SHOW REVENUE \$600,000)	EVENT STAFFERS \$500,000 BRIDAL-SHOW MARKETING \$195,000 RENT \$8,000

Miami and New York City, where—believe it or not—couples pay \$150 apiece to sample cakes and ogle flower arrangements.

This summer Byron faces her biggest challenge: planning her own wedding, scheduled for March 2006. And what sort of big-budget spectacle does she have in mind for herself? "Something very simple, very intimate. Seventy-five people, on the beach in Star Island near Miami. Rose petals in the sand," she says. "I haven't even picked out a dress." □

For a link to 4PM Events and to give us feedback, visit [fsb.com](http://fsb.com).

PHOTOGRAPH BY ERIKA LARSEN—REDUX



IDEAL SETTING: Byron at New York City's Four Seasons restaurant

# The New York Times

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NEW YORK, FRIDAY, APRIL 25, 2008



PHOTOGRAPHS BY G. PAUL BURNETT/THE NEW YORK TIMES

Brides gathered at Gotham Hall for a show of dresses, food and decorations at the fifth annual Wedding Salon.

## Raising the Bar, and the Bill, on Wedding Day

By JENNIFER 8. LEE

We are in a new gilded age, though this is not a good time to remind us how the first one ended, and the weddings have blossomed to match. There was no better place to witness that phenomenon than at the Wedding Salon, a luxury bridezilla convention that was founded by Tatiana Byron and held at Gotham Hall on Monday.

The entrance fee was \$75, but women (almost all were women) lined up around the block in Manhattan. By the end of the day, about 2,800 people had marched through to talk with florists, caterers and honeymoon specialists.

In New York, luxury weddings are taken to another level: more personalized, more indulgent. A New York wedding could easily run in excess of \$100,000, compared to \$28,000 for the nationwide average, Ms. Byron said.

The chocolate vendors ranged from those who offered M&Ms with the couple's names to a custom chocolate profile for the special day.

Ms. Byron also pointed out

specialized monograms with the bride's and groom's names intertwined. That monogram could in turn be beamed on a wall through a spotlight (lighting for weddings can run from \$7,500 to upward of \$30,000) or dance across the glowing L.E.D. dance floor (about \$15,000, depending on how large).

Then there were the edible wedding invitations and choco-

late-covered rose petals for \$8 to \$10 apiece.

Not content with ice sculptures anymore, weddings are having martini bars made entirely of ice. And lest you not forget the pet, Ms. Byron said she has seen doggie wedding veils and dresses for animals that are incorporated into the wedding.

On the clothing side, apart from the \$100,000 wedding gowns, there was also stringless G-string underwear (using adhesive, with a promise that it does not hurt).

And if you are not satisfied with a wedding planner, you can also get a wedding personal assistant starting at \$40 an hour.

The opulent scene at Gotham Hall had strains of MTV's "My Super Sweet 16," except those in the crowd were adult women, mostly professionals themselves.

Thomas Noel, who did Sarah Jessica Parker's wedding to Matthew Broderick 11 years ago, says his entry-level wedding is about \$75,000 and can run several million dollars. He even cited the figure \$10 million, to be precise. Goodness, \$10 million?

Having Mary J. Blige perform

Highlights from City Room, the metropolitan blog, which is updated each week. To read more and to submit a comment for publication:

[nytimes.com/cityroom](http://nytimes.com/cityroom)



at your wedding could easily run \$500,000, he said. Even a band that was hot 15 years ago could be \$15,000 to \$30,000. A customized designer wedding gown and bridesmaid dresses, with the designer on hand to help fit the women, could be \$500,000 and up.

There are people who do not hesitate in spending this kind of money for their daughter's special day, from hedge fund managers to Russian oil billionaires.

"If you can afford it, you do it," Mr. Noel said simply.

Ms. Byron, who is not married, was asked what she dreamed her wedding would be like. She surveyed the bustling scene underneath the dome and said, "Thirty people, rose petals on a beach — the complete opposite of this."



The event showcased exotic wedding tables and amenities.