



Dreaming of a White Wedding



Make planning your wedding and your honeymoon as easy as saying "I do"

It's just 24 hours to go to your Big Day and you're more stressed out than you've ever been before. The cake you ordered from the local bakery didn't turn out the way you wanted it to, the lady from the club who's doing the flowers bought pink roses instead of peach, the DJ your cousin recommended hasn't arrived to set up at the reception venue, and the dressmaker down the road is still putting the finishing touches to your dress, which should have been finished ages ago. This is the last thing you imagined when you started planning your wedding - and you're miserable.

Sadly, too many brides go through this kind of experience, making what should be the most memorable event of their lives not only very stressful to organise, but also a huge disappointment.

"No bride deserves to be let down on her wedding day," says Alysson Watt, the Managing Director of the South African Bridal Industry Academy. "That's why we started SABIA two years ago - to provide a centralised database of accredited quality suppliers who are rated by bridal couples themselves."

After all, who better to recommend the best suppliers i.e. jewellers, venues, photographers, designers, hairstylists, make-up artists and honeymoon spots than other brides who're just as discerning as you are?

Let's face it, your neighbour might do flower arranging in her spare time, but is she really the right choice for your once-in-a-lifetime event? And the dressmaker on the corner might make cute matric dance dresses, but can she give your wedding dress that professional touch?

"The problem is that the wedding services industry is very decentralised," says Alysson, "and there's often no way of guaranteeing the supplier you choose will deliver what you want - to budget and on time."

SABIA set out to address this problem and, after two short years, is South

Africa's leading bridal hub for couples and suppliers alike.

Its mission is simple: to ensure that every couple can have the wedding day and the honeymoon of their dreams, nothing less. And to make that even easier, the academy has also just re-launched its prestigious Brides' Choice Awards (previously the VOW Awards), which recognise the very best wedding service suppliers in the country, nominated and voted for exclusively by brides and their new husbands.

"That's what makes these awards different," says Alysson. "As the winners are not only nominated by brides, but also receive their awards based on their votes, future brides can be assured that the Brides' Choice Awards are the best possible reflection of excellence in the wedding services industry."

At this year's elegant Brides' Choice Awards gala ceremony, held at The Vineyard Hotel & Spa, on 19 August 2010, L Designs, a Port Elizabeth-based clothing design studio run by fashion whizz Lèandra Fourie received the highest overall rating, an incredible 99.87%. L Designs was again, the proud recipient of the National Prize for Couture Wedding Gowns, and Lèandra was not only delighted to receive the top award, but says being a SABIA member has been a fantastic boost for her business.

"I had an unusual phone call a few days ago from a designer in the Pretoria area," she says. "She was phoning to ask me what being a member of SABIA had done for my business."

"L Designs has been a member for two years now, and I confessed to her that I was a bit sceptical about the potential benefits at first. But I was soon converted. From a supplier's point of view, it's the ultimate showcase. SABIA also interacts with members regularly, keeps us

up-to-date with industry information, and provides standardised quality management criteria which enable couples to compare apples with apples.

"Being a member creates an image too. It demonstrates to new and potential clients that you're not just a backstreet business, but one that is accredited by SABIA - based on their stringent quality standards."

Andreas Hauke of Hauke Digital Production, the winner of the National Award for Videography both last year and again this year, also says there are many benefits to being a SABIA Brides' Choice Award winner.

"Not only has winning the award increased our local exposure, but we recently had a visit from a bride-to-be who lives in the UK," he says. "When we asked her how she had heard of us, she said she was contacting past Award winners to give her quotes for her upcoming wedding and, once she'd seen some of our work, she booked us immediately. We're delighted that, by being a SABIA award winner, we're reaching both local and international audiences."

From the bride-to-be's point of view, choosing a SABIA member and a Brides' Choice Award winner as a supplier offers both the guarantee of excellence and peace of mind.

"With weddings costing an average of R80 000, bridal couples want and deserve the very best"



© 2010 SABIA

The academy's web site also provides useful tools like a planning list, a run-down on wedding etiquette and traditions, useful tips and check lists, and even some of the best romantic poetry a bride could dream of.

"We got engaged on New Year's Eve," says Karen, who lives in the Johannesburg suburb of Parkview, "and we're getting married in October.

"People just don't realise how much goes into planning a wedding, but the SABIA site has

been an invaluable resource for us."

She and husband-to-be Rob were able to plan their boutique-style wedding from the comfort of Karen's lounge. They could browse a range of accredited suppliers and make their selection, confident they could depend on them for the perfect wedding.

"our mission is simple: to ensure that every couple can have the wedding day and the honeymoon of their dreams, nothing less"

"We found amazing suppliers in every category," says Karen, "and even decided on this year's Bride's Choice Award winner in the honeymoon destination category for our honeymoon. Using SABIA suppliers has been a breeze, and we're looking forward to an extraordinary wedding day, as well as to the most romantic of honeymoons at Tranquility

Lodge on the Garden Route."

With their wedding only a matter of weeks away, Karen and Rob are happy and relaxed. They're enjoying every aspect of the planning process, and don't feel a hint of stress about any aspect of the event going off the rails.

"With weddings costing an average of R80,000, bridal couples want and deserve the very best," says Alysson Watt, "and at SABIA it's our mission to see that they get it."



MAIN PAGE: SABIA winners celebrating the 2010 Brides Choice Awards

*Photography by: Creative Wedding Photography

THIS PAGE FAR LEFT: Gavin Withers and Mark Engelbrecht shared national winner for Photography. **LEFT:** Leandra Fourie from L Designs with her awards

*Photography by: Cape Photography

Platinum Sponsor:



WORLD LEADER IN PLATINUM

We are proud of the following SABIA member Brides Choice Awards Winners:

PROVINCIAL WINNERS

- **1st Night Honeymoon**
The Vineyard Hotel & Spa - Bronze
- **Albums**
Lucinda du Toit Photographic D'Art - Gold
- **Beauty Therapist**
Madeleen Health & Beauty - Gold
- **Bridal Shop**
Gauteng:
Pink Chilly Bridal - Gold
Everything but the Groom - Silver
KwaZulu-Natal:
Belles of Hilton - Gold
The Wedding Box - Silver
Western Cape:
Robyn Roberts Bridal Wear Studio - Silver
- **Cake Design**
Gauteng:
The Cake Genie - Gold
Cupcake Boutique - Silver
Eastern Cape:
House of Bakes - Gold
Western Cape:
Vanilla House Patisserie - Gold
Wade's Cakes - Silver
- **Club Reception**
St Francis Links - Gold
- **Decorator**
Gauteng: Papilio Designs - Gold
- **Designer / Couture Wedding Gown**
Gauteng:
Chereen Anderson Haute Couture - Gold
Unique Brides - Bronze
KwaZulu-Natal:
Belles of Hilton - Silver
Eastern Cape:
L Designs - Gold
Western Cape:
Robyn Roberts Bridal Wear Studio - Gold
Cindy Barn Couture - Bronze
- **Floral Design**
Gauteng:
Blooms on the Boulevard - Gold
Papilio Designs - Bronze
KwaZulu-Natal:
Kloof Florist - Bronze
- **Gift Registry**
The Wedding Gift List - Gold

- **Hairstylist**
Exclusive Bridal Hair - Gold
Lynette v Zyl Bridal Hair & Make-up - Silver
- **Hiring Company**
Nic's Hiring - Gold
Decor Pro - Silver
- **Honeymoon Consultant**
Creative Honeymoon Solutions - Gold
Dreams Unlimited - Silver
- **Honeymoon Destination - Local**
Tranquility Lodge - Gold
Porcupine Pie Boutique Guest Lodge - Silver
- **Hotel Reception - Country**
Chantecier Hotel - Gold
- **Hotel Reception - Urban**
The Vineyard Hotel & Spa - Gold
- **Independent Wedding Planner**
Gauteng:
Silver Lining Co-ordination & Décor Specialists - Gold
Papilio Designs - Bronze
KwaZulu-Natal:
Rose du Toit @ Nauritons - Gold
- **In-House Wedding Planner**
Gauteng:
The Owl's Nest Wedding & Conference Centre - Silver
KwaZulu-Natal:
Bella Vista - Silver
Eastern Cape:
The Plantation - Gold
Western Cape:
The Vineyard Hotel & Spa - Gold
- **Live Band / Act**
Soul Solo - Gold
- **Make-Up Artist**
CK Make-up - Silver
- **Marriage Celebrant**
Ryan Hogarth, The Marriage Officer - Silver
- **Photographer**
Gauteng: Warren Anderson Photography - Silver
Lucinda du Toit Photographic D'Art - Bronze
KwaZulu-Natal:
Kevin Bender Photography - Gold
Trent Saunders Photography - Bronze

- Eastern Cape:
Cherie Theron Photography - Gold
Jolene Oelotse Photography - Bronze
Western Cape:
Creative Wedding Photography - Gold
Gavin Withers Photography APPSA - Gold
- **Professional DJ**
Gauteng:
Four Seasons Mobile Disco - Gold
Function Music Services - Silver
KwaZulu-Natal:
Wedding DJ's - Gold
Durban DJ's - Silver
Eastern Cape:
Enjoy Productions - Gold
- **Reception Centre**
Gauteng:
Summer Place - Gold
KwaZulu-Natal:
Bella Vista - Gold
Stonehaven Castle - Bronze
Eastern Cape:
The Plantation - Gold
Free State:
Orange Gateplaas - Gold
Emoya Estate - Silver
- **Safari Reception**
Intwenkwezi Private Game Reserve - Gold
Bloubaai Venue & Lodge - Silver
- **Special Services**
Designer Resale - Gold
- **Stationery**
Gauteng:
RubyGrey Creative - Gold
African Wax Candles - Silver
KwaZulu-Natal:
Cassandra Kidson Design - Silver
- **Videographer**
Gauteng:
Hauke Digital Productions - Gold
Lucinda du Toit Photographic D'Art - Silver
KwaZulu-Natal:
Nicki Haywood - Gold
Studio Ele - Silver
Eastern Cape:
Savelio Meyer Videographer - Gold
Jolene Oelotse Photography - Silver
Western Cape:
Missing Piece Productions - Silver
MW Productions - Bronze

NATIONAL WINNERS

- Albums
Lucinda du Toit Photographic D'Art
Beauty Therapist
Madeleen Health & Beauty
Bridal Shop
Belles of Hilton
Cake Design
The Cake Genie
Club Reception
St Francis Links
Decorator
Papilio Designs
Designer / Couture Wedding Gown
L Designs
Floral Design
Blooms on the Boulevard
Gift Registry
The Wedding Gift List
Hairstylist
Exclusive Bridal Hair
Hiring Company
Nic's Hiring
Honeymoon Consultant
Creative Honeymoon Solutions
Honeymoon Destination - Local
Tranquility Lodge
Hotel Reception - Country
Chantecier Hotel
Hotel Reception - Urban
The Vineyard Hotel & Spa
Independent Wedding Planner
Rose du Toit @ Nauritons
Live Band / Act
Soul Solo
Photographer
Creative Wedding Photography
Gavin Withers Photography APPSA
Professional DJ
Four Seasons Mobile Disco
Reception Centre
The Plantation
Safari Reception
Intwenkwezi Private Game Reserve
Special Services
Designer Resale
Stationery
RubyGrey Creative
Videographer
Hauke Digital Productions

For further information about SABIA visit: www.sabia.co.za Tel: 0861 000 380 Email: info@sabia.co.za
SABIA Head Office: Shop 23, First Floor, Lyndhurst Place, Johannesburg Road, Lyndhurst, Jhb