

BRIDAL INDUSTRY

VOW awards

Supporters of the 2009 VOW Awards

SABIA extends its thanks and gratitude to the following companies whose support made the 2009 VOW Awards possible: Galaxy & Co, Rovos Rail, Avianto, The Plantation, Jatinga Country Lodge, GF Bridal Couture, Art Lovers Sanctuary and The Vineyard Hotel & Spa.

SABIA Members who are winners of the 2009 VOW Awards

National Winners

Couture Wedding Dress – L Designs
Hotel Reception – The Vineyard Hotel & Spa
Reception Centre – The Plantation
Bridal Shop – Annie P Wedding Dress Creations
Cake Design – Vanilla House Patisserie
Floral Design – Occasions
Professional DJ – Sound Zone
Photography – Nicky G Photographic Studio
Stationery – Special Occasion Stationery
Videography – Hauke Digital Productions
Independent Wedding Planner - Silver Lining Coordination and Décor
Hairstylist - Exclusive Bridal Hair
Makeup Artist - Beauty 4 You

Category Winners

Favours

Sparkling Bride (Gold)

Wedding Rings - Retail

Uwe Koetter (Gold)

Bridal Magazines

Femme Bride (Bronze)

Honeymoon Destination

Tranquility Lodge (Gold)

Porcupine Pie (Silver)

Travel Agents

Creative Honeymoon Solutions (Gold)

Hiring Company

Trendy Settings (Silver)

Bridal Shoes

Pink Chilly (Gold)

Gift Registry

The Wedding Gift List (Gold)

Boardmans (Bronze)

Marriage Celebrant

Wed by Jaco (Silver)

Wedding Albums

Lucinda du Toit Photographic D'Art (Gold)

Provincial Winners

First Night Honeymoon

Tranquility Lodge (Gold), Eastern Cape

The Plantation (Silver), Eastern Cape

The Vineyard Hotel (Silver), Western Cape

Tala Game Reserve (Silver), KZN

Independent Wedding Planner

Silver Lining Coordination and Décor (Gold), Gauteng

JA Events (Gold), KZN

Naunton's Guest House (Bronze), KZN

Weddings in Africa (Gold), Eastern Cape

Cake Design

A rating system for the bridal industry

"Two days before my wedding I had no dress thanks nothing to wear." Michele Hattingh

Michele experienced what every bride most dreads, being let down by a supplier just before or worst on the wedding day.

Every bride wants her wedding day to be perfect – after all, it is a one-off event that is impossible to repeat should anything go wrong. But the success of a bridal couples special day will depend greatly on the bridal suppliers they choose to make their dream a reality.

From the wedding dress to the venue to the flowers and the cake, brides-to-be need their suppliers to keep their promises on the day, as much as they will honour the vows they make for all the years to come.

With the launch of the South African Bridal Industry Academy (SABIA) VOW Awards, bridal couples are now able to rate the services of their suppliers.

SABIA in turn uses these ratings to determine SABIA Accredited Membership. As these members have to have achieved an average of 95% from 3 nominations or more to qualify. This is a guarantee that these suppliers have been rated by past brides and grooms and have delivered – if not exceeded – on that all important day- the Wedding Day.

International experience shows that brides-to-be regard past brides and grooms as the most trusted and reliable source of information when it comes to choosing suppliers.

Brides around South Africa got the chance to vote for their top wedding suppliers at the 2009 VOW Awards hosted by SABIA in Johannesburg recently. Almost 2000 brides nominated nearly 6000 suppliers in categories ranging from couture wedding gowns to reception venues and more. Over 100 winners were chosen to receive a VOW Award in 31 categories.

Ratings

In order for suppliers to qualify their past brides nominated them and provided ratings out of 100 for the Four Pillars of Excellence. They are: Quality of Product, Quality of Service, Value for Money and Attitude of Staff. These ratings were used

"She discussed it at length and the specific arrangements we had decided they would look like. I was a bit less patient with the arrangements but we could make them look as good as new. They were really lovely and I was so happy to have them on my wedding day."

Softline Pastel is really deserving of the Day as did, I

But not only suppliers but brides that nominated them or more qualified brides for this year won R15 000 for and runners-up. Heerden, who re

But before one could the engagement a couples love – Awards acknowledge retailers and studios in approach and

Photography Category contested category. 345 photographers from 4 provinces was 4 Cape, 2 Mpumal and an unbelievable Cape being

