



Radiant

A captivating harmony of purple and pink, Pantone's colour of the year pairs perfectly with white for a sophisticated wedding look that's impossible to resist

LOVE

BY FLEUR LE CORDEUR. PHOTOGRAPHS: CATHERINE MAC

YOUR RECEPTION ♥



This year, all eyes are on Radiant Orchid, a warm, embracing purple that Pantone – the world colour authority – has declared its top pick for 2014. Already wielding its influence in the worlds of fashion and decor, the shade is gaining ground at weddings too, where its association with joy, love and health makes it an ideal fit. Here, leading floral artist Heike le Cordeur of Fleur le Cordeur explains how to use the hue to create a striking party look (hint: it involves lots of bright, light, white!).

THE INSPIRATION: A MODERN CLASSIC

“When describing the theme of this styled shoot, the words ‘lush’, ‘daring’ and ‘opulent’ come to mind. The idea was to create utter beauty – to bring back ‘pretty’ and ‘feminine’ in a big way – and to produce a look that was modern, fresh and timeless (because white weddings will never go out of fashion). I loved the challenge of working with shades of lilac and purple (not easy to do) and contrasting them strongly with white. However, rather than adopting the ombré approach, we created a flow of colour, making it appear as if white was changing into purple. We also added copper for a luxurious edge, which suited the look better than silver or gold.”





**THE EXTRAS:
SMALL DETAILS.
BIG IMPACT**

"A tiered and layered cake never goes out of fashion. With that in mind, Maggi Badenhorst from Edible Art Cakes made a tall, gorgeous, all-white cake, which we transformed by adding lilac anthuriums to the top (for a bit of spunk!). There is definitely a return to having fresh flowers on cakes and we're not complaining. Due to the busy floral element, we deliberately kept the stationery details very minimalistic, but in the theme's stronger colours. Copper foiling is very rare and we were delighted that Seven Swans stationery were able to do it for us, which tied in so beautifully with the luxurious feel we were aiming for."



THE SECRET TO SUCCESS

"When in doubt, keep it white! If everything is white, it is so easy to add some purple hydrangeas and orchids to glass vases and put them on a table to create the same pop-of-colour effect. As soon as your clean white canvas becomes too cluttered with other objects and colours, it will be difficult to achieve this look. The key here is to adopt a minimalistic approach with all the main elements – and then go wild with the floral touches."

- CONCEPT, COORDINATION, FLOWERS AND STYLING: Heike le Cordeur of Fleur le Cordeur 082 621 7455; fleurlecordeur.co.za
- PHOTOGRAPHY: Catherine Mac, email cmacphotography@live.com; catherinemac.com
- CAKE: Edible Art Cakes 071 390 5329; edible-art-cakes.co.za
- DECOR, LIGHTING AND FURNITURE: Kate Shepherd of Something Different 021 671 6120; something-different.co.za
- DRESSES: Kobus Dippenaar 021 423 7810; kobusdippenaar.com
- HAIR: The Exquisite Look 079 509 2036; theexquisitelook.co.za
- JEWELLERY: Viljoen Juweliers 021 863 4424; viljoenjewel.com
- MAKE-UP: Lisa Brown 079 895 6187
- MODEL: Marize Groenewald for Fleur le Cordeur
- SHOES: Stylist's own
- STATIONERY: Seven Swans, email info@sevenswans.co.za; sevenswans.co.za
- VENUE: Belair 021 863 1504; belair.co.za



THE MAIN ATTRACTION: FLOWERS

“As a florist, the flowers were obviously the most important part of the shoot for me. It helped that Pantone’s colour of year refers to a bloom, which meant that purple orchids were a must! To create the look, I chose white and purple flowers with a classy, opulent feel – think white and purple hydrangeas, white and purple orchids, lilac anthuriums, white and purple roses – all really beautiful, really feminine blooms. I always encourage brides to go for floral accessories; not only are they super unique, but it is the one chance you have to rock a real flower wreath or belt, or even a neck piece or corsage! Most brides worry about the flowers lasting the whole night, in which case I encourage them to wear it at least for the ceremony and photographs. You can always replace the pieces later, for example by swapping your floral belt for a diamanté version or your flower wreath for a gorgeous hairclip when the reception starts!”



SETTING THE SCENE: IMPORTANT DECOR DETAILS

“We worked on three scenes. The first was the reception scene, where we wanted to create the illusion of an arch using different elements, rather than a typical arch structure. So Kate Shepherd from Something Different and I decided to use two plinths and a hanging structure of shapes, which I then decorated with flowers. (There are many ways to get a picture-perfect frame for a ceremony set-up – this is one way of doing it using decor and flower items.) Scene two was a cocktail set-up. We love the idea of putting greater emphasis on the pre-drinks part of the reception, so here we again played with the contrast between sleek, modern furniture and soft, feminine florals. White ribbons hung all around the bar table to give it a fresh, unique feel, while the feathered lights above the area added a chic, girly touch. The third scene was the lounge area where guests could relax. White-on-white is always a winner so we stuck to white furniture and added small touches of floral decor with a bit of colour pop on the coffee tables.”

