

# A Day in the Life

## of an expert Wedding Planner

*Alejandra Poupel of Alejandra Poupel Events discusses her agency — a Paris-based company that specialises in high-end, bespoke weddings all across Europe and the globe*

I AM NICARAGUAN-BORN, but was raised in Miami and fell in love with a Frenchman, so I have been in Paris for 23 years. My forte is that the agency has built relationships with the best vendors that deliver an excellent quality of service. We have discerning international clientele and have built a reputation for creating bespoke luxury weddings and events. I think a main point to our services is discretion. All our vendors sign social media policies to ensure that our clients have optimal discretion to respect their wishes.



*“I always miss my clients when the wedding is over”*

to my office and have a meeting with my Project Managers to plan out the week. However, most of my time is spent with clients, discussing their vision and getting to know them. I am in constant contact with our creative partners, orchestrating and coordinating to make sure all details are perfected before the event. Our team travels to constantly search for new technology and out of the box ways to dazzle our clients.

I AM INCREDIBLY ENRICHED by all the amazing traditions

and details that my clients share with me to make their event special. For example, my Arabic clients have taught me the importance of perfumes, when we created personalised scents for all the guests. The bright and vibrant colours of my Indian clients have inspired me to include strong oranges and purples in other events. I also enjoy getting very close to the family during the planning process through collaboration. It is so fun as we transform dreams into a reality with fabulously talented artists in floral design, event design and caterers. I always miss my clients when the wedding is over.

ON A TYPICAL DAY, I start early. I am addicted to sports, so I usually work out doing zumba, yoga or tennis. I then head

Living in Paris, we are very lucky to be able to assist many fashion shows that are ahead of the game in event design and new trends. We visit exhibitions and art fairs, constantly being inspired by art installations and beauty everywhere. Today's brides also have access to the amazing tools of technology, such as Aisle Planner ([aisleplanner.com](http://aisleplanner.com)) for timelines and Perfect Table Plan ([perfecttableplan.com](http://perfecttableplan.com)) for seating arrangements. The many online blogs are ideal for inspiration and we are featured on a variety, including Wedded Wonderland ([weddedwonderland.com](http://weddedwonderland.com)) and Style Me Pretty ([stylemepretty.com](http://stylemepretty.com)).

WEDDINGS ARE VERY EMOTIONAL and the union of two families from different cultures can be tricky. In a sense we are not only planners, but also psychologists. We try and mediate to have each family's values and authenticity shine through. We strive to be one step ahead so that our clients are relieved of as much stress



### Alejandra's favourite venues

**PARIS, FRANCE**  
Château de Vaux-le-Vicomte  
([vaux-le-vicomte.com](http://vaux-le-vicomte.com))

**PROVENCE, FRANCE**  
La Bastide de Gordes  
([bastide-de-gordes.com](http://bastide-de-gordes.com))

**FLORENCE, ITALY**  
Palazzo Corsini,  
([palazzocorsini.it](http://palazzocorsini.it))



as possible and enjoy each moment. Every wedding is very special for different reasons, but a wedding we organised in a castle close to Paris stands out because the bride really wanted a fairy-tale wedding. Everyone really got a taste of how aristocrats lived in the 1700's. From the Elie Saab dress that was fit for a princess to the horse and carriage arrival with fireworks reflected in the water, it was moving to see the guests transported to a different time period. However, the wedding still retained a modern element. We danced all night long to a headline DJ and band, surrounded by 1,500 candles in the gardens.

PARIS IS THE CITY OF ROMANCE AND LIGHTS, there's a postcard-worthy picture everywhere you look. Our venues, such as the Musée Rodin and Opera de Paris, are so gorgeous that it makes my job easier. In Paris we have built many relationships that allow us to organise one-of-a-kind experiences, including private museum visits, or an excursion to a jewellers in Place Vendôme to see stones being shaped, and of course couture fashion experiences.

CHOOSING THE RIGHT PLANNER is all about the connection between you both — you need a coordinator that you click with and who gets you. It is important to

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be able to trust them since the planner has to get to know the bride and groom extremely well. You should look at their past work and see if it is a signature style that you identify with. In my case, clients are looking for a world-class event that is glamorous and cutting-edge, yet shines through the authenticity and personality of the couple in the details. We love working with all cultures and religions, and feel enriched by it. From having a groom that asked for a 50-piece Philharmonic set for their ceremony to building a butterfly sanctuary with species from 17 different countries for a bride that loves butterflies, we thrive on challenges ([alejandrapoupel.com](http://alejandrapoupel.com)).

