

Eco-styling your wedding

It's never been easier to go green

In the age of global warming, it's refreshing to see the fashion and bridal industry sitting up and taking notice. This week we caught up with wedding planner Victoria Cameron from [The Little White Wedding Company](#) who shares a few of her favourite eco-friendly wedding ideas and tells us about how she's helping Australian brides to find a greener alternative.



Image above - [The Plantation](#), the perfect location for country estate weddings

What constitutes an eco-wedding? Eco-weddings or as I like to call them...Pure weddings...follow the same basic outline as all weddings except every element must be environmentally friendly. That is everything must either be reduced (carbon emissions), re-used (hired styling equipment) or recycled (100% recycled stationery suites).

Are eco-weddings more expensive to plan? Not necessarily! It's all about thinking outside the square and doing your research...or hiring a wedding planner who already knows the ins and outs! A perfect example of this is food: when planning a Pure wedding ideally I like to use a caterer who cooks with organic and local

produce. However it's not always easy to find organic ingredients. Many people would jump to the solution of having organic food shipped to their location however the fumes emitted through the transport of the produce are often more detrimental to the environment. Simply using non-organic but local produce, saves the environment & your wallet. On the other hand... some eco-products like beeswax candles can be more expensive than paraffin based candles.



Images above - Wedding Dresses by [Akira](#)

What's hot for brides this season in eco-styling? I LOVE gorgeous Akira dresses!! The majority of his designs are 100% silk. If this is not the case you can rest assured that this is most likely due to some beautiful embroidery. Another idea which has been around for a little while now is creating your own website for your wedding. While some may turn their noses up at this idea it's great for those of you who are trying to create a Pure wedding and would like to forgoe the paper invitations. My favourite website for this is

<http://www.ewedding.com>. Another idea which I love is to give your guests small tree saplings as their bonbon...an unexpected gift and definitely environmentally friendly!



Plantable invitations available through [A Little Birdie Design Studio](#)

Are more Australian wedding vendors moving in an eco direction? While the majority of brides are still planning their weddings in the traditional way I've found that more and more vendors are moving in an environmentally friendly direction, some due to demand & others out of good conscience. I believe the reason many brides don't have Pure weddings is because of the lack of awareness. While everyone by now knows about recycling etc in our everyday lives not everyone transfers these ideas when it comes to planning an event or wedding. I see it as our responsibility as vendors to create these packages or offer environmentally friendly alternatives to our existing services to ensure our clients have an environmentally friendly option.



Images above - Tree saplings for bonbons, Beeswax candles for the all important ambiance and a stunning native bouquet

About the Pure Planning Package

The Pure Planning Package assist brides to plan an eco-friendly wedding by engaging the services of environmentally friendly businesses. The package is based around the 3 R's: Reduce, Re-use and Recycle. For more information please visit [The Little White Wedding Company](#)