Vow & Form

An emotional occasion. A practical planning path.

Warm editorial imagery connects the celebration people imagine to clear planning support, separate costs and a staged wedding brief.

THE VISITOR

A couple needs to find the right level of help, understand planning fees separately from supplier costs and see how their priorities become a plan.

THE BUSINESS OBJECTIVE

Receive better-contextualized wedding inquiries, with date, location, support needs and priorities available before a discovery conversation.

THE CREATIVE DECISION

Ivory, plum and coral balance celebration with calm. Personal photography carries the feeling; package comparisons, scope columns and a staged brief make the offer understandable.

THE JOURNEY

01	02	03	04	05	06
Picture the celebration	Understand planning fees	Compare support	Identify the planning stage	Review the scope	Share a wedding brief

NEW YORK WEDDING PLANNING & DESIGN

Your kind of wedding. *A calmer way to plan it.*

We bring your ideas, budget and people into one thoughtful plan. You stay part of the decisions, without carrying every detail.

Tell us about your wedding ↗

Explore planning options

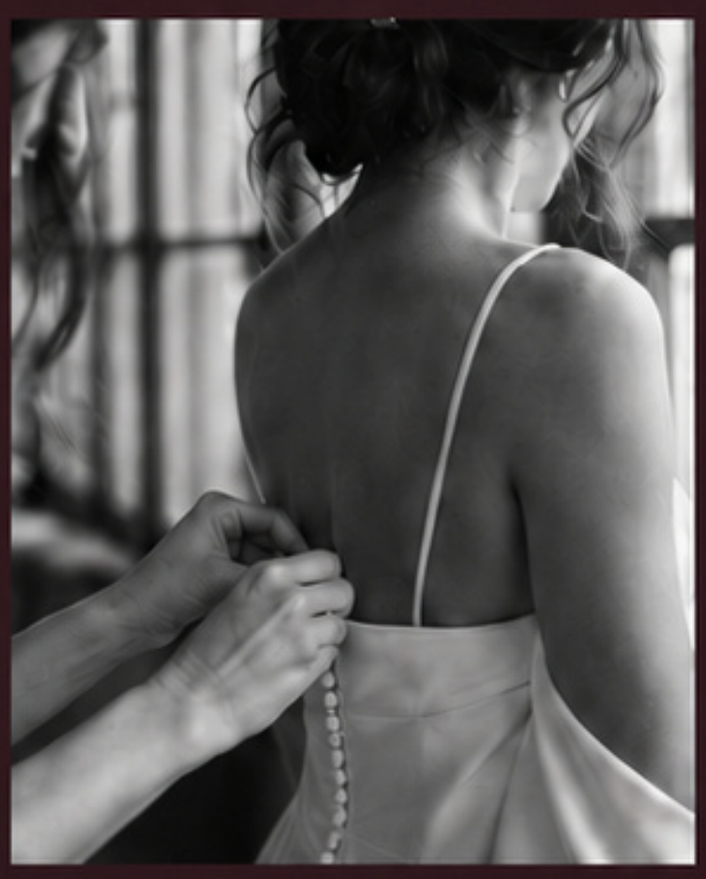


NEW YORK CITY & THE HUDSON VALLEY

Wedding management from *$2,500*

Full planning & design from *$6,500*

Planning fees. Venue and vendor costs are separate.



The inspiration is easy. Making it all work together *is the hard part.*

Too many choices?

A focused shortlist.

Not sure what it will cost?

A budget before the details multiply.

Worried you will manage the day?

A plan you can be present for.

01 / FIND YOUR KIND OF SUPPORT

The right amount of help. *Clearly defined.*

Choose the support that matches where you are now.

01 / WEDDING MANAGEMENT

From $2,500

You have made the big decisions. We bring the day together.

- Final detail review
- Vendor confirmations
- Wedding-day timeline
- On-the-day coordination

Explore this option ↗

02 / FULL PLANNING & DESIGN

From $6,500

A considered plan, a cohesive look and support from the beginning.

- Budget & planning roadmap
- Venue & vendor shortlists
- Creative direction
- Wedding-day management

Explore this option ↗

03 / PLANNING INTENSIVE

$450

A focused next step for couples planning it themselves.

- 90-minute planning session
- Budget & priority review
- Your questions answered
- Written action plan

Explore this option ↗

Planning fees only. Venue, catering and vendor costs are separate.

02 / A FEELING, BEFORE A FORMULA

Different stories. *One thoughtful approach.*

The starting point is how you want it to feel.



A city celebration



An intimate garden dinner



A modern gathering

Less second-guessing. *More looking forward.*

A clear plan leaves room for the good part.

THE PLANNING APPROACH

The wedding starts with you. *The plan starts with priorities.*

We turn the feeling you want into considered decisions about the setting, the people and the details. Your priorities guide the plan.



Where are you in the planning?

We want support from the start.

Full planning & design ↗

Our main arrangements are in place.

Wedding management ↗

We need a focused next step.

Planning intensive ↗

Start with the support you need. The scope is tailored after a conversation.

SCOPE, WITHOUT THE GUESSWORK

One clear scope. *Fewer surprises.*

Your planning support

- Planning roadmap
- Design direction
- Vendor coordination
- Agreed wedding-day management

Separate supplier costs

- Venue & catering
- Photography & music
- Florals & rentals
- Other agreed vendor services

Planning services and supplier costs are set out separately in your proposal.

From a thousand ideas to *one clear plan.*

01 / Share the picture

Your date, location, priorities and budget.

02 / Know the scope

Your planning fee and what is included.

03 / Make considered decisions

A focused roadmap, one step at a time.

04 / Be present

An agreed timeline and coordinated details.

A few things worth knowing.

Are venue and supplier costs included? −

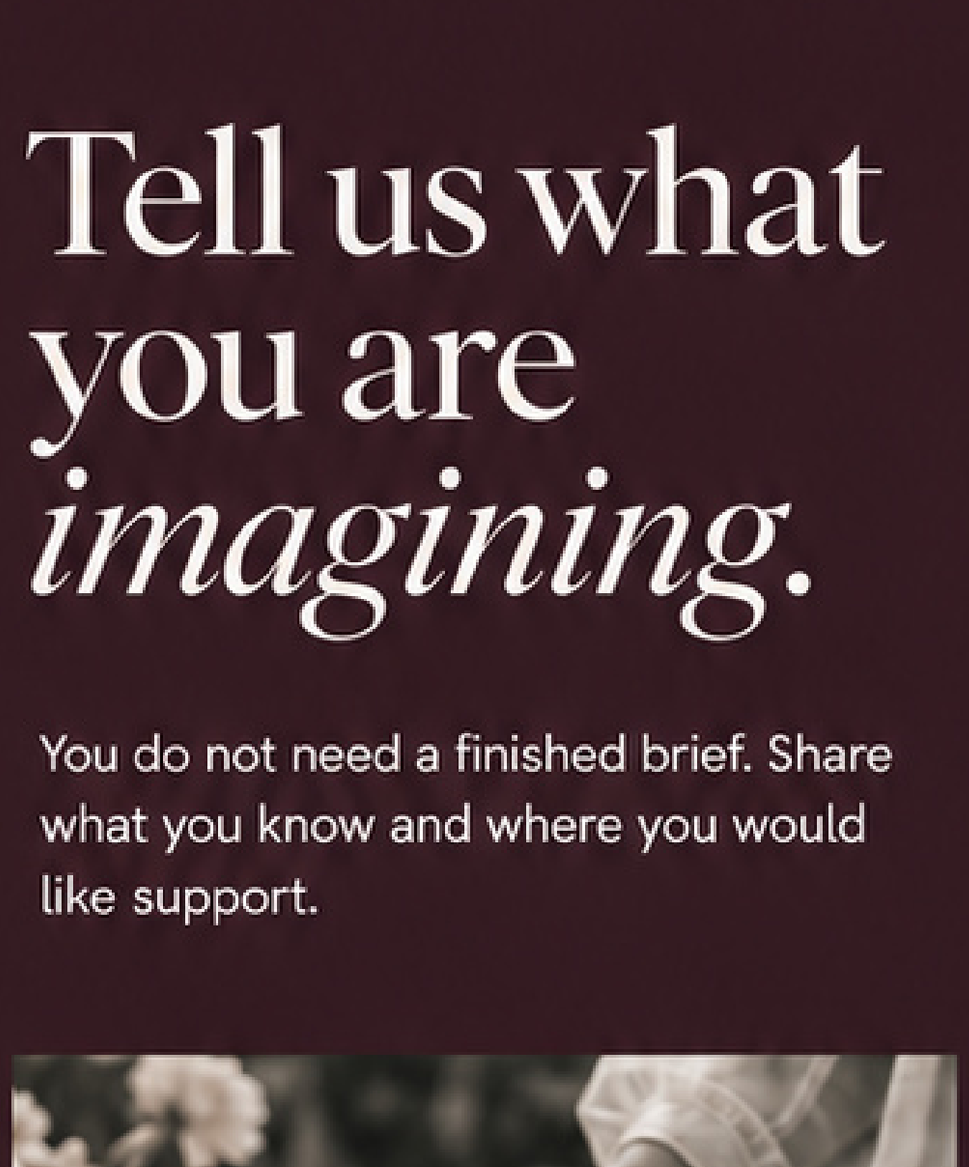
No. Planning fees cover the agreed planning, design or management services. Venue, catering, photography and other suppliers are separate.

Do we need a venue before contacting you? +

Planner or venue coordinator: what is the difference? +

Tell us what you are *imagining.*

You do not need a finished brief. Share what you know and where you would like support.



● 01 Celebration / 02 Priorities / 03 Contact

Wedding date or season

Venue or preferred area

Estimated guest count

Support you are considering

- ○ Full planning
- ○ Planning intensive
- ○ Wedding management
- ○ Help me choose

Next: your priorities and budget

Continue to priorities ↗

Your date is confirmed after scope and booking terms are agreed.

Vow & Form

NEW YORK WEDDING PLANNING & DESIGN

Your kind of wedding. *A calmer way to plan it.*

We bring your ideas, budget and people into one thoughtful plan.

Tell us about your wedding ↗



Wedding management
From $2,500

Full planning & design
From $6,500

Planning fees. Venue and vendor costs are separate.

A plan you can be present for.

FULL PLANNING & DESIGN

From *$6,500*

A considered plan, a cohesive look and support from the beginning.

- Budget & planning roadmap
- Venue & vendor shortlists
- Creative direction
- Wedding-day management

Tell us what matters most.

01 Celebration / **02 Priorities** / 03 Contact

Venue & vendor budget

Excluding the planning fee.

Planning-fee comfort range

Your top three priorities

Atmosphere | Guest experience | Feeling relaxed

What feels most difficult right now?

Optional inspiration link

Continue to contact ↗

← Back to your celebration

Vow & Form

WEDDING PLANNING & DESIGN

Every section has a job.

Visitor needs and business purpose, considered together.

01 / An emotional but specific opening

Visitor: Picture a personal celebration while recognizing planning and design support.

Business: The setting and calmer-planning message connect the offer to an understandable service and inquiry.

02 / Planning fees introduced early

Visitor: See the starting planning fees before exploring the details.

Business: The fee rail establishes price context and separates agency support from supplier spending.

03 / Name the planning friction

Visitor: Recognize too many choices, uncertain costs and responsibility for the day.

Business: Specific concerns frame the service around a practical problem rather than decoration alone.

04 / Packages compared by scope

Visitor: Compare management, full planning and a focused intensive by fit and inclusions.

Business: A structured comparison makes different engagement levels visible before a proposal conversation.

05 / Different celebration directions

Visitor: Imagine a city, garden or modern gathering without a single prescribed aesthetic.

Business: The imagery demonstrates range while keeping one consistent planning approach.

06 / A pause around the benefit

Visitor: Reconnect planning work to being able to look forward to the celebration.

Business: The short reassurance moment provides visual pacing between a detailed offer and the approach.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Priorities before decoration

Visitor: Understand that the feeling of the wedding informs setting, people and details.

Business: The approach establishes a basis for later scope and creative decisions.

08 / A support chooser by planning stage

Visitor: Identify whether support is needed from the start, near the day or for one decision.

Business: The chooser connects visitor circumstances to a relevant service route.

09 / Separate the cost categories

Visitor: Distinguish planning support from venue, catering and other supplier costs.

Business: The scope section sets expectations for what the planning fee covers.

10 / A visible planning sequence

Visitor: Understand the brief, scope, decision roadmap and day coordination.

Business: The process explains how an inquiry becomes an agreed plan.

11 / Practical questions before the brief

Visitor: Clarify venue status, supplier costs and the planner/coordinator distinction.

Business: The FAQ addresses fit and scope questions before contact.

12 / A staged wedding brief

Visitor: Share celebration details before priorities and contact information.

Business: The brief collects context in manageable groups and keeps a date inquiry separate from confirmation.

From interest to context.

A useful inquiry handoff

The inquiry progresses through celebration, priorities and contact. Keep venue/vendor budget distinct from the planning-fee comfort range, preserve earlier answers and confirm dates only after scope and booking terms are agreed.

Search content architecture

New York City and Hudson Valley intent connects to planning, wedding management, an intensive and useful scope-comparison content.

What to measure next

Review support-route selection, brief completion and qualified discovery conversations. Keep guest, contact and budget details outside analytics.