

Weddings have traditionally been all-out affairs – for good reason, but also with no shortage of help from the all-encompassing “wedding industry” which can include everything from the obvious (dress) to the more obscure ([releasing butterflies](#)). [Rebecca Mead](#) has even written a whole book on the subject entitled

One Perfect Day: The Selling of the American Wedding

EC believes your special day doesn't have to be a resource-intensive consumption blitz to be unforgettable

. You can celebrate your eternal love both stylishly and thoughtfully if you go over the details with a green-toothed comb. It's not as complicated as it might sound, we promise!

At EC, we can get a little wrapped up with what's going on here in British Columbia but we love to learn about your favourite resources from across Canada. **Please email us or add your suggestions in the comments section if there's something you'd like to share**

– perhaps we can even get a Green Wedding Resource section going for all you conscious brides and grooms out there!

EC spoke with two different specialists in the field about their work and to find out if the “going green” trend has truly permeated the wedding industry. Of course, we also asked if they had any handy tips to ensure your wedding is as eco-fabulous and hassle-free as possible. **Vanessa Fedorkiw**

is the Victoria-based designer behind

[Isadora Bridal Wear](#)

and

Stephanie Happach

runs Vancouver's

[Forever and a Day Weddings & Events](#)

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Isadora began a few years ago as a general clothing line and started incorporating green fabrics last year as the designer learned of the consequences synthetic fabrics have on our planet. Fedorkiw claims she is still a sucker for print and texture so “...making the shift completely is still in the works as green textiles move toward a more fashion-forward vantage point. That being said, I saw this incredible hemp satin the other day – yum!”

Fedorkiw suggests there are many reasons to choose Isadora's Eco Chameleon Gown or

Hearing bells? A green wedding is easier than you think

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Bridesmaid Dress – they are organic, sustainable, and can even be worn after the wedding. The dresses are also locally made, and potential clients receive personal contact with the maker of the gown. Try that with something shipped in from overseas!



As far as the wedding industry's growing shift toward Earth-consciousness, Fedorkiw believes

we may have a ways to go. “While my line has been well received online, it has been harder to get it into traditional bridal wear stores, perhaps because they are not yet seeing a shift in brides’ priorities.” You see? **It is up to us green-minded ladies and gentlemen to increase demand, putting pressure on retailers to supply greener options.**

Happach finds today’s brides both environmentally and budget conscious. “A lot of times I see brides looking for items that can be purchased and re-used or rented, and this reduces waste and consumption as well as cost.” Happach notes that **personalizing your wedding** with your own original details makes it a true reflection of who you are as a couple and avoids making it yet another cookie-cutter event. There are many ways to do this and remain friendly to the Earth at the same time – just use your imagination. You can also check out our [Green Wedding Buying Guide](#) for plenty of inspiration and more tips.

How does an eco-conscious wedding planner differ from a traditional planner? Happach finds herself somewhere in the middle. “As someone who’s been quite earth-conscious for many years now, I like to incorporate recycling practices into my work as much as possible and make materials stretch. I always recycle all the packaging of purchased decor items like plastic wrap, paper and cardboard. I try to come up with ways to cut down on materials as much as possible, for example, favours can double as placecards.” Happach suggests working with local vendors and industry professionals where the wedding is going to be held to support local business and economy – this is a green choice for many reasons and also reduces travel.

Other tips for greener weddings an eco-diva may not think of?

VF: **I think it’s a simple reduce, reuse and recycle if possible.** For our wedding, we had a simple cake but it was decorated with organically grown edible flowers – so pretty. We also decorated with feathers; feather boas at the head table instead of disposable paper stuff. My bridesmaids also got to keep the boas afterwards – who doesn’t need a feather boa in their wardrobe? Also, vases of small peacock feathers became the wedding favours for the guests.

Need help? Here’s **Happach’s checklist** of what to keep an eye out for in order to land a stellar wedding planner:

- Do you get a quick response to email, phone contact?
- Will they offer you an initial consultation (usually complimentary)?
- What services do they offer?

- Ask for recommendations
- Do they have a portfolio?
- Number of events/weddings completed
- Will they work within your budget?
- Most important – do you connect with them and do they listen to you?

Have you had a wedding recently? Planning one? Let us know your own tips and stories, we would love to share them.

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