

colour creative

STYLING BY RIBBON CREATIVE STUDIO. PHOTOGRAPHY BY JACK AND JANE PHOTOGRAPHY

South Africa offers the very best of bright and beautiful colours and flowers, so why not embrace the trend with a contemporary twist on traditional local motifs?

The look

This a fresh take on the traditional South African themes we're used to seeing. It's colourful, vibrant, and has a clean base with traditional features portrayed in a different and surprising way.



your reception

The inspiration

The inspiration is colour. The White Light venue is a perfect blank canvas of white walls and furniture, high ceilings and a flood of natural light. It calls for a spill of colours – where the essence and the vibrancy of the colours aren't lost against a cluttered backdrop.





The couple

This theme would suit a couple who are proud to be young South Africans in an ever-changing culture and environment. South African decor is no longer epitomised by beaded bowls and wooden giraffes – it's far more chic and contemporary. This style can be executed in any season; in winter the colours will brighten the mood of the day and in summer they will fall in line with the festivity of the season.

This style needs a setting with a clean palette, a venue without a strong styled influence. Be careful not to choose a venue with a distinct South African flavour – a more traditional style will clash with your intended contemporary look.



The key elements

- The essential elements are textured whites, natural pine wood, vibrant patterned fabrics and structured florals.
- The textured white elements are achieved with geometric textured white ceramic vases and crockery and a textured white dress. The geometric quality of these elements is enhanced by the structural elements of the venue as well as the custom furniture that was brought in.
- The addition of raw pine wood adds a natural dimension that highlights the starkness of the white. Ai-Ai provided all the pine items, including the custom runner for the tablescape, the textured pine vases, plinths, wall-mounted antelope, tree side tables and the magnificent geometric baobab tree.
- Flora is my obsession, so putting together the floral elements for this shoot was the most exciting part for me. I approached the arrangements from a design perspective, making sure to give each ensemble a design and structure that would emulate the contemporary style. We featured indigenous South African flora – pincushion proteas, strelitzias, aloes and palm tree fruit.





Natural textures reflect the texture in the whites, like the beaded texture of the cascading fireplace feature and the pincushions, celosia and aloes. The flowers are the main colour element – bright yellow, red, orange and green formed the basis of a warm-toned South African sunset. The aloe branch made a distinctive centrepiece for the food table – I added celosia and strelitzia to turn it into an installation piece.

- The final element was a brightly coloured patterned fabric – a modern Shweshwe design in a bright aqua with red and yellow shapes that dance on the surface – used for napkins, as a cushion seat cover, and as a sleeve for the wedding invitation.

The dress

The wedding dress is an haute couture original from White Lilly Bridal. Jacelyn and her team made the dress specially for the shoot – texture and bright white were the most important criteria. We also wanted something contemporary to suit the modern, fresh theme. White Lilly Bridal uses the most exquisite fabrics you will ever see in a wedding dress; the use of fabric coupled with Jacelyn’s contemporary approach to fashion design resulted in the perfect dress for this theme.

your reception

Get the look

- To pull off this look you need the right venue – pay attention to the details: chairs, tables and any other decorative elements. A blank canvas is the basis for the look, so be sure to pick something that works for you.
- Unless you are already in some kind of creative field, you'll need a stylist – someone who has experience in executing a look with unique and quality details. Sourcing unique decor pieces will bring the look together. Take the time to choose vases, napkins and furniture pieces that are modern and reflect the new South African style.
- Details are important. Stationery, for instance, is often an afterthought. The stationery for this shoot uses the aloe as the graphic centrepiece and the modern laser engraving finish is in line with the theme of the day.



Little black book

♥ **CONCEPT, STYLING, COORDINATION, FLOWERS AND STATIONERY:**

Ribbon Creative Studio, 082 597 8261, ribbonweddings.com

♥ **DECOR ITEMS:** Ai-Ai, 082 373 4348, aiai.co.za

♥ **DRESSES:** White Lilly Bridal, 082 851 1742, whitelillybridal.com

♥ **HAIR AND MAKE-UP:** Sam Scarborough, 082 576 3498, samscarborough.co.za

♥ **JEWELLERY:** Black Betty, 072 803 9456, blackbettydesign.com

♥ **MODEL:** Stacey from Boss Models, bossmodels.co.za

♥ **PHOTOGRAPHER:** Jack and Jane Photography, 076 046 6188, jackandjane.co.za

♥ **VENUE AND FOOD:** White Light, The Forum Company, 011 575 3888, theforumweddings.co.za [wi](#)

