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JUNE/JULY

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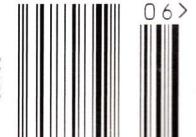
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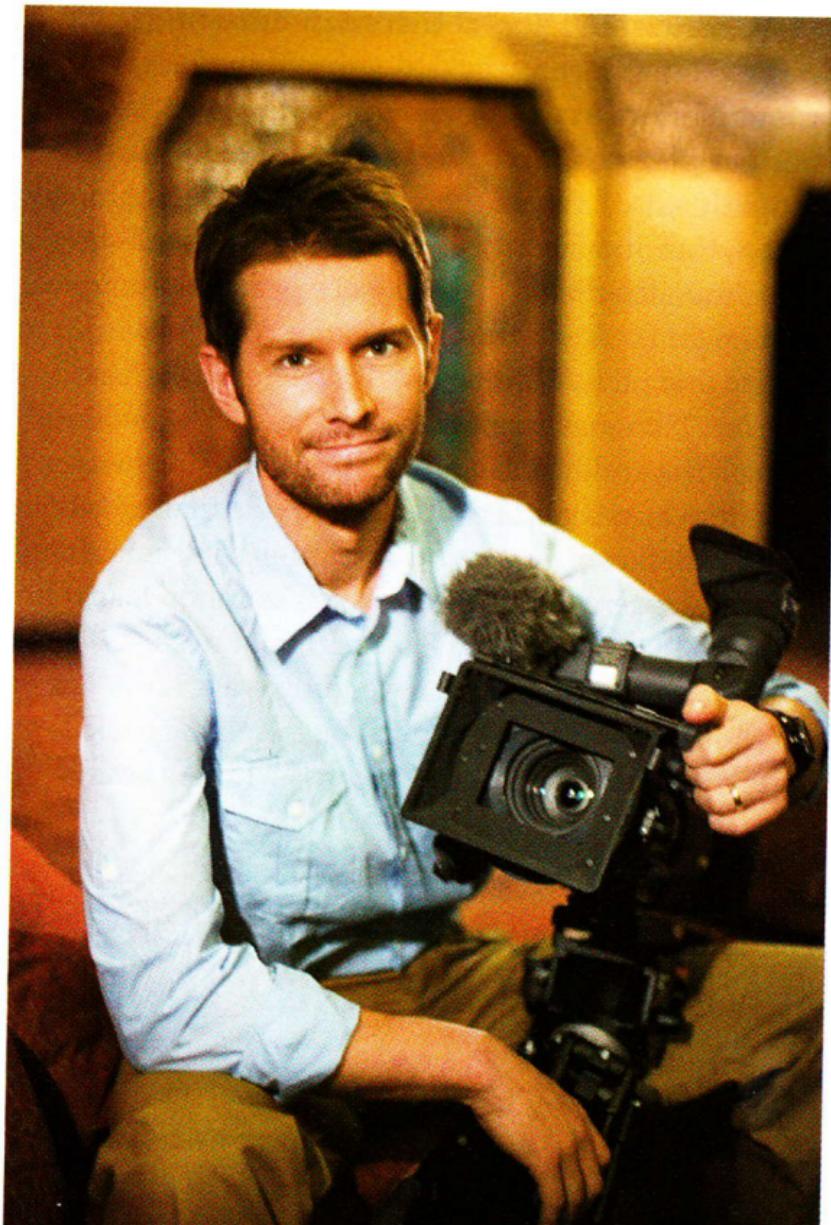
## JON GANGWER

### VINTAGE VIDEOGRAPHER *Philadelphia*

When Jon Gangwer, founder of Well Spun Wedding Films, shot a wedding that took place shortly after the mother of the groom had passed away, he caught a moment that made him tear up. Just after a dance that the groom shared with an aunt, he and his father locked in a long embrace. Gangwer discreetly captured these scenes from across the room. "The secret to getting the best shots is to not be right on top of people," he says. Gangwer prides himself on being a documentarian of these natural moments, and his company has gained acclaim for a vintage aesthetic and stylish editing that creates a full-on wedding film, complete with candid scenes, character and narrative. Well Spun couples get great footage of the entire event, but Gangwer's showpiece is a short reel of carefully selected moments that lasts for one to three songs—which makes it YouTube-, iPhone- and viewing party-friendly. For couples who can't afford Gangwer onsite, Well Spun's edit-only option (\$695–\$895) lets him work his magic on the raw footage your uncle shot on his camcorder. "We'll find the little moments that make the wedding yours," he says. (wellspunweddings.com) —MELISSA WALKER



**"THE SECRET TO GETTING THE BEST SHOTS IS TO NOT BE RIGHT ON TOP OF PEOPLE."**





COLIN COWIE  
PREMIER PARTY PLANNER  
New York City

Ask Colin Cowie to recall a standout moment in his years of planning incredible events, and he'll say he's only focused on the wedding he just did and the one that's next. Fortunately, they all feature stellar details, like a ceremony for which he built a stone cathedral with 12-foot double doors that parted for the bride's arrival. "Sunlight streamed in as the doors opened," says Cowie. "It's a moment I'll never forget." Nor will the bride. With clients like Oprah Winfrey, Jennifer Aniston and Tom Cruise—and a wedding portfolio ranging from the Seinfelds to Jenny McCarthy to Hugh Hefner—Cowie impresses those who aren't easily impressed (which is how he became one of our first Trendsetters in 2004). His new book, *Colin Cowie Wedding Chic*, his Lifetime TV show, *Get Married*, and his Web site offer thousands of unique ideas. Though Cowie deals in million-dollar affairs, he emphasizes orchestration over money in making them memorable. "You can use the most lavish flowers, hire the world's greatest chef, but it's the timing that creates a magical journey," he says. That means there's a 45-minute cap on the cocktail hour, and dinner is 90 minutes, max. "Save the rest for dancing!" Cowie says. "At weddings, people want to party all night." ([colincowie.com](http://colincowie.com)) —M.W.



"WALK DOWN THE AISLE NO MORE THAN 15 MINUTES AFTER THE SCHEDULED START TIME, AND PUT A 45-MINUTE CAP ON THE COCKTAIL HOUR."