

La De Da Event Productions



by Omar Lopez

While the perfect design of a wedding dress makes a statement about the style of a wedding, so does the “style” of the reception. And just like inspiration flows from the gentle fingertips of a seamstress, creativity pours from the hard working hands of the balloon blower, table setter, flower arranger, fabric draper and all around hall guru, also known as the event designer. Leana Lopez, Co-owner and operator of La De Da Events, says that no dream wedding is beyond reach for her clients - even when the Bride-to-be is across the globe.

“My favorite wedding ever was for a Bride named Vanessa,” Lopez said. “She was overseas working in Iraq when she contacted me. We planned her whole wedding via email from two opposite ends of the Earth, and it was amazing. We did things that had never been done before in the venue, and she was very pleased.”

La De Da Events is a nearly decade-old professional event planning and decorating service. Lopez, along

with her mother, Adel Hernandez, and trusted business partner, Sarah Levy, take Brides from two colorful samples of ribbon to a spectacular venue filled with hundreds of guests, complete with specialty linens, professional mood lighting and a living picture of what the Bride wants for her wedding. Lopez started the business over nine years ago with her mother by selling balloons, flower arrangements and gift baskets. After a few years, the pair decided to focus on becoming a professional decorating service.

“We decided to take a leap and do event decorations. It took a lot of capital, but the business really took off in the time span of about three years,” Lopez said. “I moved to Colorado to start the business there, too. My mother ran the business here for years. Recently, when I returned, I decided to start working with my mother again. I’m proud to say we’ve doubled our sales.”

Part of that business momentum, Lopez says, is her keen attention to the Bride’s ideas and overall vision for the event. She spends a good amount of time extracting details and specific wants from her clients. She coaches them until they can really articulate their own version of a perfect event.

“If I have a client who has seen something on television or a clipping in a magazine, I ask her to bring it to the meeting. Usually, a Bride comes in with a few colors. We sort through photo albums and talk about ideas, and we make it a point to learn what the Bride’s vision for her wedding really is, from the atmosphere to the lighting, to the feel she wants to have on that day. We take her ideas and make them a reality, but it takes a lot of work,” Lopez said. “We show Brides different options like colors, themes and designs. We create table samples to show them what the finished product will look like. We review mood lighting, which is our specialty in Corpus Christi, what we are really known for in this city. Our motto is to create the ‘ooohs and ahhs’ of an event.”

Lopez said they will meet with the Bride at least two times in person before running on their own. She stays in constant contact with the Bride (“phone calls, emails - you name it, at all times of the day and night!”), and she said they also work with the Bride through the inevitable changes that occur along the planning process.

“When Brides come to me, I take those ideas and turn them into a dream wedding. That’s the service we provide. We are obligated to our clients to create something spectacular. What’s most important is the Bride’s idea of a dream wedding. We make sure that the Bride is satisfied.”

Lopez said her services are unique because La De Da Events researches trends and then makes them happen in Corpus Christi. She said they are always on the lookout for new ideas, and that the company strives to offer a “fresh” perspective to any event. For Lopez, that means taking the risk of creating events styled in ways new to the area. She said it’s worth the chance because the company’s reputation has quickly evolved, from that of a standard decorating service to the “go to” company for lavish, stylized, hip, celebrity-worthy weddings. Take the case of Vanessa, the American Bride working in Iraq with a focused vision of what her wedding would be: like nothing ever seen before in Corpus Christi.

“Vanessa wanted to create something Corpus Christi had never seen before, a real cocktail lounge for her and her guests. So that’s what we did,” Lopez said. “We sectioned off the lobby of the venue with draping and used modern furniture from the building. We built a high bar, just like a cocktail lounge. We brought in bar stools and bartenders. We hung chandeliers over the bar and created an amazing ambiance with our specialty - lighting. Her guests were able to enjoy the lounge atmosphere when they entered the building and then experience a whole other venue and event as they entered the ballroom. It was amazing, and it was exactly what she wanted. I’m really proud we could make that happen.”

Visit La De Da Events at 619 Mesquite Street, downtown or call 361-884-5268.

