

All Things Old Are New Again

One of my delights in putting The One Bride Guide together is sorting through all of the photos contributed by the talented local photographers and discovering what trends have arrived based on the styles and techniques used in the photographs. In this issue of The One, the overwhelming theme is VINTAGE (with a little twist of avant-garde thrown in). From soft lenses to muted colors, vintage themes are coming up everywhere. Check out the Style section on page 8 for some of my favorites. Deux Boheme, a new photographer team to grace our pages, has a lovely vintage touch and we are happy they made it in the issue just in time! Welcome to The One!

Personally, I am experiencing a vintage theme of my own by becoming a mom! Stella Kathleen Sawyer was born on May 25th, 2010 weighing 8lbs, 13 oz, measuring 21.5 inches! My husband Ryan and I are exploring good ole' fashioned roles of husband and wife as I do most of the early nurturing while he takes on the hard work and stress of making sure the bacon shows up somehow. And sometimes that vintage theme goes all the way back to the caveman era as we work out our differences with our new responsibilities as mom and dad - especially me being a "working mom" and how that translates to sharing duties. Communication is key with a couple joined for life, and based on our success so far, I highly recommend graduating your twosome to a threesome or more by starting a family!

On the business side of things, the staff spent a great deal of time getting The One Bride Guide systems and processes streamlined and working like a well-oiled machine (we have a new fancy database). With increasing costs of operations for the parent company, McLeod Creative, we decided to restructure the business, reduce our full-time staff and go back to basics now that those systems are set up. I now divide my time between the home office and the downtown office (and Stella of course) and I will be handling all advertising. Sara Martisek and Bettie Billings are freelancing, helping with wedding fairs, deliveries and such, and Ashley Ripcke is still helping design the magazine from her new digs in Nashville! Dan Gaines found a new home at Texas A&M Kingsville (where coincidentally his wife works - carpool!). They are lucky to have him and we'll miss him! Please excuse our dust as we make this transition. Reducing costs for us will not affect the quality of the magazine or our future. In fact, we are still working on expanding, especially online. These changes mean our ad prices will not go up as our costs have inevitably gone up - good news for our loyal advertisers!!

Please don't hesitate to call me at 361-887-5054 or email me at info@theonebrideguide.com. And as always, thanks for your support!



Stella M. Sawyer

President/Creative Director
McLeod Creative & The One Bride Guide

Behind The One Bride Guide Cover

This issue, we decided to open up The One cover to all photographers to submit their ideas. Sarah Diane Photography was our winning choice for this festive holiday season.

Cover Model: Shana Larson; Makeup and Hair: Dionicio Zamora Jr., Jaime Farrell & Patricia Flores; Lighting: J.R. Rios; Additional Crew: Chad Kramer, Amanda Carpenter, Bill Carpenter, Delores Swoyer, Jessica Hardy, and all the Bride's mothers who attended; Venue: The Courtyard at Gaslight Square

What was your inspiration for this shoot? I wanted to do something totally different and outside the box that would push "edgy" bridal portraiture into the world of fashion. The purpose was to show Brides that bridal portraits don't have to be "dresses fanned out standing on a staircase". I drew inspiration from all the creative minds involved.

Any special challenges? The original makeup artists we hired to fly in cancelled on me at 11pm the night before the shoot. I was making frantic calls until I am trying to secure replacements. Luckily Jaime was finishing up at the Vogue school and had a wealth of talent to pull from. She brought Trish and Dionicio, who were absolutely AMAZING! Everything works out the way it's supposed to because all three of them rocked! Another challenge was the time. With only 1 makeup artist and 3 hair stylists doing masks and elaborate hair designs, it took an unbelievable amount of time to complete the looks. Amanda stepped in and did the green mask on Cassandra. We had moms holding up props, throwing feathers, etc., it was a mess... but they all did absolutely great!!

What is the difference staging your own shoot as opposed to shooting "day of"? Bridal or Engagement shoots are very relaxed. We use this as a time to get the couple or Bride used to how we shoot, give her pointers on how to pose, and get them used to acting natural in front of my camera. We talk A LOT. I try to get to know them as best I can so that I can bring those personalities out on their wedding day. "Day of" is a bit different. Everyone gets so caught up in the flow of

the day, they are able to forget I'm there. I get more natural reactions out of them. This is when I believe my knack for capturing the height of emotion shines.



I love making my couples feel like rock stars. My portraits are a bit edgy, but I believe that's what draws couples to my work. For the past few years, I've been exploring the world of what I call "foto couture". Foto couture is bridal portraiture with a high fashion flair. I start with the Bride and her dress, and add accessories that reflect her personality. It can be a flaming red pair of heels or oversized sunglasses, belts or chunky jewelry, whatever she likes, then I build a scene around her. The end result is a fresh, avant-garde twist to bridal portraiture.

www.sarahdianephotography.com 361-960-3689

Blessings in Disguise

After shooting the cover, model Shana Larson was in a head-on collision. She escaped with minor injuries, but in the process, doctors discovered a mass on her spine which could have eventually severed the spinal cord causing her to become quadriplegic. After surgery and with the support of her husband, family, friends and great doctors, Shana was able to walk again on her own after 3 weeks. She continues to have numbness on her left side. This incident has taught her that "each day is truly a gift from God and events happen in our lives for a purpose". We wish Shana the best for a speedy recovery.

From left - standing: Cassandra Bartel, Lee Vo Advincula, Clarissa Horner, Shana Larson, sitting: Regan Carriger, Kayla Johnson, Courtney Laurence

