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Kerry
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just their type

Some celebrity couples want to announce their nuptials with a flourish, while others prefer to keep things secret with a more low-key invitation. The most dramatic way to make a first impression: invitations sent in boxes rather than envelopes.

Christine Traulich, designer for Red Bliss in Epping, N.H., created a custom invitation

for NASCAR driver

Jimmie Johnson using a trifold azure silk box. “The ocean-

colored box and the starfish

inside evoked the feeling of St.

Barts,

where he got mar-

ried,” says Traulich, who estimates that half of her customers request boxed invitations. Red Bliss also created the invitation for **Lulu Johnson**, daughter of

fashion designer **Betsey Johnson**: an engraved invitation mounted onto two cards wrapped in silk and tied with a satin ribbon. The finishing touch was pearls scattered inside the white box in which the invitation was mailed. (Both invitations cost a minimum of \$1,500 each; 603-679-5232 or redbliss.com.)

Lulu Johnson’s invitation, complete with pearls, by Red Bliss

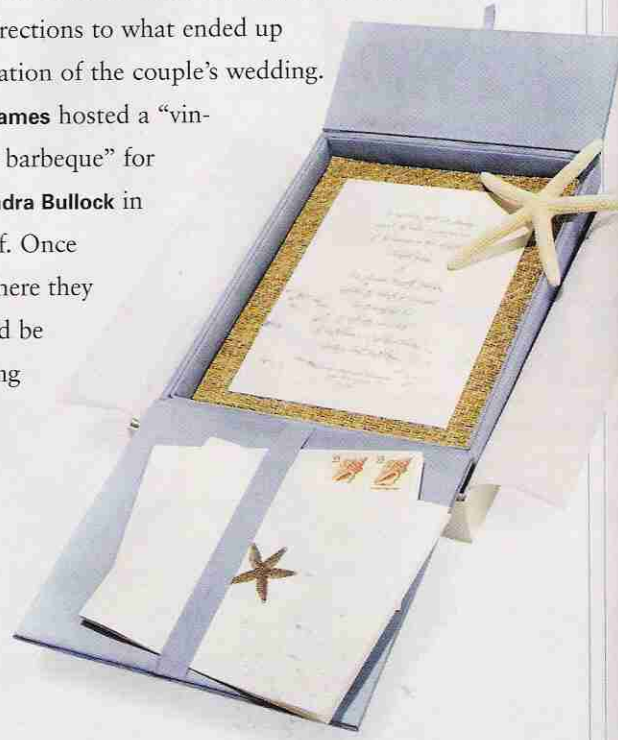
Bullock’s layered invitation, Tina J., \$1,000 minimum; 323-655-3005 or tinaj.com

Other stars are sneakier. **Alicia Silverstone** invited friends to attend a birthday party in Lake Tahoe, Calif., for her fiancé, singer **Christopher Jarecki**. After arriving at a playground guests were given directions to what ended up being the location of the couple’s wedding.

Biker **Jesse James** hosted a “vintage birthday barbeque” for girlfriend **Sandra Bullock** in Solvang, Calif. Once guests were there they realized they’d be

eating wedding cake instead of birthday cake. —E.J.

Jimmie Johnson’s Red Bliss invite had seaside flair.



SEAT OF HONOR

Celebrity couples like singers **Nas** and **Kelis** remembered family members who had passed away with an empty seat at their wedding. Event planner Diann Valentine of Pasadena, Calif., placed a chair covered in green orchids at the altar in memory of Nas’s mother. Actor **Mark Feuerstein** and wife **Dana Klein** set a bouquet of garden roses and geraniums on a chair (left) at their ceremony in honor of their grandparents. “It’s a reminder that the spirit of those family members is with you,” says Feuerstein. —Anna Nordberg

coming up
ROSES



Lulu Johnson collaborated with her mom, fashion designer Betsey Johnson, on their biggest show to date: Lulu's stylish wedding to lawyer Arthur Margulies

WRITTEN BY JULIE BAIN

PHOTOGRAPHED BY TANYA TRIBBLE



"The wedding was like a dream," says Margulies. "There was a lot of love in the room, and it was a happy, joyous, fun time."

Clockwise from left: The bride wore a strapless Vera Wang gown; the groom donned a Hugo Boss tuxedo. The reception featured 9,000 pink roses and silk-draped tables designed by Lewis Miller of LMD Floral Events Interiors in N.Y.C. Sylvia Weinstock decorated the cake with roses and worked the lace pattern in the bride's dress into the buttercream icing. Pastel pink menu cards by Red Bliss. The bride and her mother, in a Vera Wang gown. The couple was married under a silk-draped chuppah. Opposite: A rose rested on each guest's plate.

Lulu Johnson, 30, wasn't looking to date anyone when friends introduced her to lawyer Arthur Margulies, 42, in the summer of 2003. She had just closed her shoe-design business and had gone to the Hamptons home of her mother, fashion designer Betsey Johnson, simply to relax. (Betsey, known for her funky womenswear, had raised her daughter alone, and the two are quite close—Lulu even works for her mom now.) But when Lulu and Margulies went out for ice cream, they found they had more in common than their favorite flavor. He popped the question in his PJs over breakfast a year later.

The couple considered a laid-back Hamptons wedding, but decided on a rose-filled celebration at the elegant St. Regis Hotel in New York City instead. The bride, who calls herself a girlie girl, turned to N.Y.C. event planner Sofia Crokos to help orchestrate the affair. Says Johnson, "I wanted my mother's opinion, but she is, well, different from me!"

The two, with Betsey's help, settled on a color scheme of black and pink, which

carried through from the save-the-date cards to the black silk charmeuse bridesmaids dresses Betsey designed, which featured a pink silk bow at the waist. And there were thousands of pink roses everywhere: adorning the chuppah, the wedding cake and the silver centerpieces.

About 200 guests, including Julianna Margulies, the groom's cousin, witnessed the ceremony, which combined Jewish and Christian traditions. The reception had a feeling of Old Hollywood, tempered by a more traditional style. But it was in no way stuffy. The couple got things started, dancing to "Ribbon in the Sky" by Stevie Wonder. "From the moment we walked in until the moment we left," says the groom, "everybody was dancing," including the bride and her mother, who chose "The Way You Look Tonight" for their mother-daughter dance.

Next for the newlyweds: a honeymoon in Sicily, where they indulged in simple pleasures, including the one that first brought them together. Says the happy bride, "We ate gelato the whole time!" ■

