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25

TRENDSETTERS

THE NAMES, THE FACES, THE
COOL STUFF THEY'RE DOING FOR WEDDINGS

Here, our second annual MODERN BRIDE 25—the experts you need to know in the bridal industry... from floral designers and cake bakers to ice carvers and registry wizards. We at MODERN BRIDE have a real love of all things original and are always in hot pursuit of the talented professionals who are bringing modern weddings to life across the country and around the world. Meet these one-of-a-kind innovators, embrace their fabulous ideas—and be inspired by their passion and creativity.

EDITED BY AMY GOLDWASSER



Christine Kay Traulich

INVITATION INNOVATOR Epping, NH

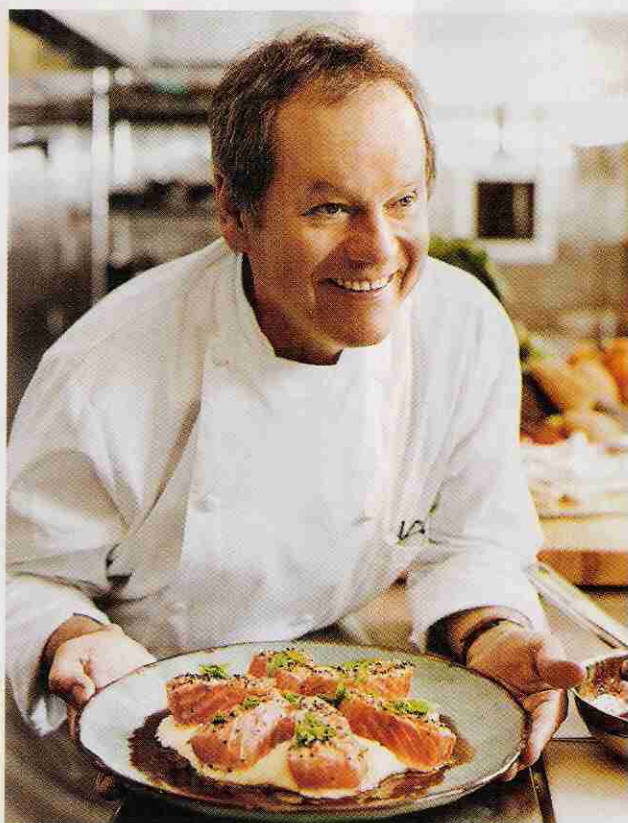
What she's known for: *Using sumptuous materials to create couture wedding correspondence*

Christine Traulich started RedBliss in 2001 with a desire to motivate guests to attend her own wedding, in a 200-year-old barn in rural New Hampshire. "I wanted people to get excited about trekking to the middle of nowhere," she says, "so I sent an invitation that would feel like a present." She tied cedar barn shingles to the paper invites with twine and placed them on beds of hay inside "invitation boxes" that have become a RedBliss signature. They're now made of hand-dyed silks and papers and filled with petals, crystals or whatever suits the couple. Traulich begins her design process by asking the bride and groom about everything, she explains, including how they met, their favorite movies and songs, and what they imagine for their day. She then translates such personal data into designs, which she and her sister and business partner, Dori McDonald, hand-construct. The delightful results have included miniature cable-knit sweaters, sent as save-the-dates for a fall wedding in Maine. Since her first mini-bale of hay, Traulich's works have indeed become keepsakes. "Brides tell me that guests call to say, 'I'm RSVPing by phone so I can keep the response card!'" she laughs. —Virginia Sole-Smith



FROM TOP: PHOTOGRAPH BY KELLER + KELLER; HAIR AND MAKEUP BY JERI LA SHAY; PHOTOGRAPH BY MICHAEL WESCHLER; GROOMING BY ALEXIS BRAZEL/THEREXAGENCY.COM. OPPOSITE: PHOTOGRAPH BY GRACIELA CATTAROSI; HAIR AND MAKEUP BY MIGUEL FOR JUAN CARLOS ATELIER.

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Wolfgang Puck

CATERING LEGEND

Los Angeles

What he's known for: *Bringing clever interpretations of first-class cuisine from his fabled Hollywood restaurant to catering venues across the country*

It wasn't long after the 1982 opening of Spago in Los Angeles that the restaurant's extremely loyal (and famous) clientele began asking its chef and founder, Wolfgang Puck, to bring his groundbreaking cuisine—the product of his French culinary training and the influences of California—to their homes by catering their parties. Weddings were next, and since then, Puck has become famous for treats like mini Kobe-beef burgers with gourmet Thousand Island dressing, frequently requested for wedding meals. His catering services are available in L.A., Chicago, Las Vegas and, starting this year, St. Louis and Dallas. The secret to his success? Excellent service—a priority even at events as large as his annual post-Oscar feast for 1,600. And his dessert philosophy is an apt showstopper: Instead of letting cake stand alone, he may serve it alongside a tiny crème brûlée and a scoop of fresh sorbet, letting the three flavors play off of one another. "From the biggest to the smallest events, we'd like to be the upscale caterer," Puck says. —Brenna McLoughlin