



A SPECIAL SECTION

# DSM WEDDINGS

108 HOW TO DO YOUR WEDDING DO

121 LOCAL LOVE 135 IF THEY COULD DO IT AGAIN...

As delicate as a bouquet, as enduring as a lifetime, weddings capture a spirit to be held in our hearts and shared with those we love. Consider the treasured aspects of weddings on the following pages. Pictured: Mary Lacy's dress and bridal party bouquets. Turn to page 122 for more photos of the wedding. Photographer: Anna Jones.

## WEDDINGS

# HOW TO DO YOUR WEDDING DO

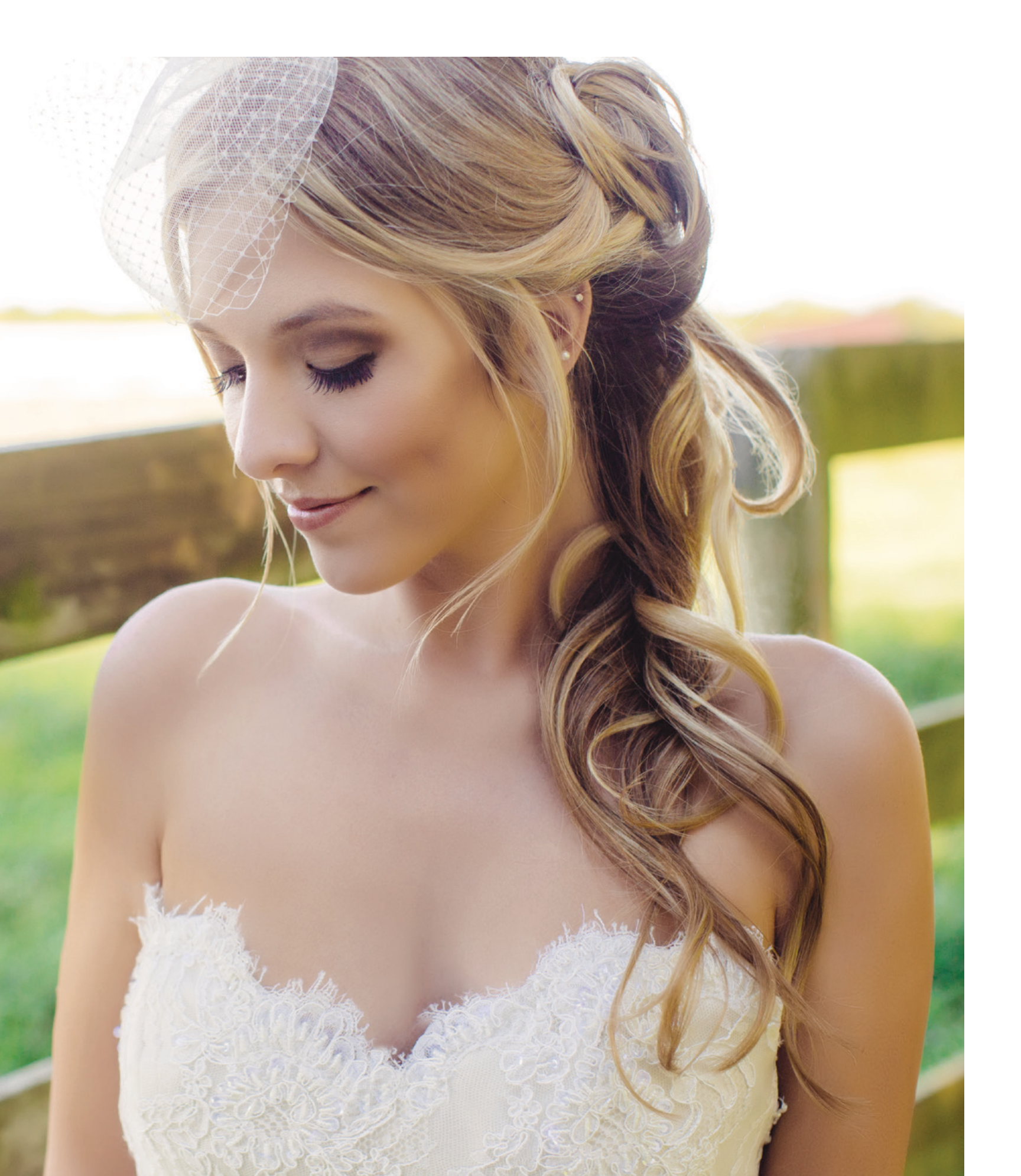
CHOOSING THAT SPECIAL  
HAIRSTYLE FOR THAT SPECIAL DAY.

WRITER: LAUREL LUND  
HAIRSTYLES BY SALON SPA W

Wedding hairstyles today are all about  
effortless, casual looks with texture, like this  
half up, half down style with romantic waves.

PHOTOGRAPHER: JUSTIN SALEM MEYER







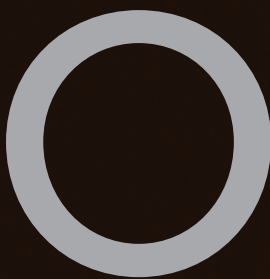
## WEDDINGS



Side swept, this low textured style with chignon is perfect for a veil or hat.

PHOTOGRAPHER: JUSTIN SALEM MEYER





nce a bride-to-be says yes to the dress, it's time to say "I do" to the "do."

The ideal bridal hairstyle not only complements the bride's personality and choice of wedding gown but also

becomes a fashion statement on its own. And today's brides can choose among hairstyles that run from casual to classic, trendy to traditional.

This year's bridal coif is natural, tousled and textured—perfectly imperfect. Top trends include romantic low-and-loose textured buns with twists or braids, sleek top buns, elegant chignons and French twists, according to the stylists at Salon Spa W.

Aveda Institute stylist Molly DeVenney adds that "feminine flair is trending, with half-up/half-down styles and those with romantic curls."

Some brides are embracing their inner Bohemian goddess, "choosing romantic beach waves, 'Boho' flower crowns and flower-woven hairpieces," says

Brianne Cummins of Hair by Brianne, who frequently contributes to *dsm* magazine.

#### **SAVE THE DATE**

Once the wedding date is set, the bride-to-be should book her favorite salon up to one year in advance and a hairstyle trial at least one month in advance. This helps ensure that if her dream do is not do-able, there's time to create another look she loves.

DeVenney requires a trial run six months in advance. And Cummins likes to book a two-hour trial run on the same day the bride might be involved in other prenuptial events, such as photo shoots and bachelorette parties.

All the stylists interviewed say that on the day of the wedding, they need at least two hours before the bride's trip down the aisle to work their magic. This gives them enough time to ply their craft and make sure the results will last so that the bride feels photo-op fresh throughout one of the most memorable days of her life.

To find inspiration for your wedding-day do, check out Salon Spa W's showcase of elegant and smart looks in this story.

## WEDDINGS

ONCE THE WEDDING DATE IS SET, THE BRIDE-TO-BE SHOULD BOOK HER FAVORITE SALON UP TO ONE YEAR IN ADVANCE AND A HAIRSTYLE TRIAL AT LEAST ONE MONTH IN ADVANCE.

This classic, elegant up-style needs no accessories.

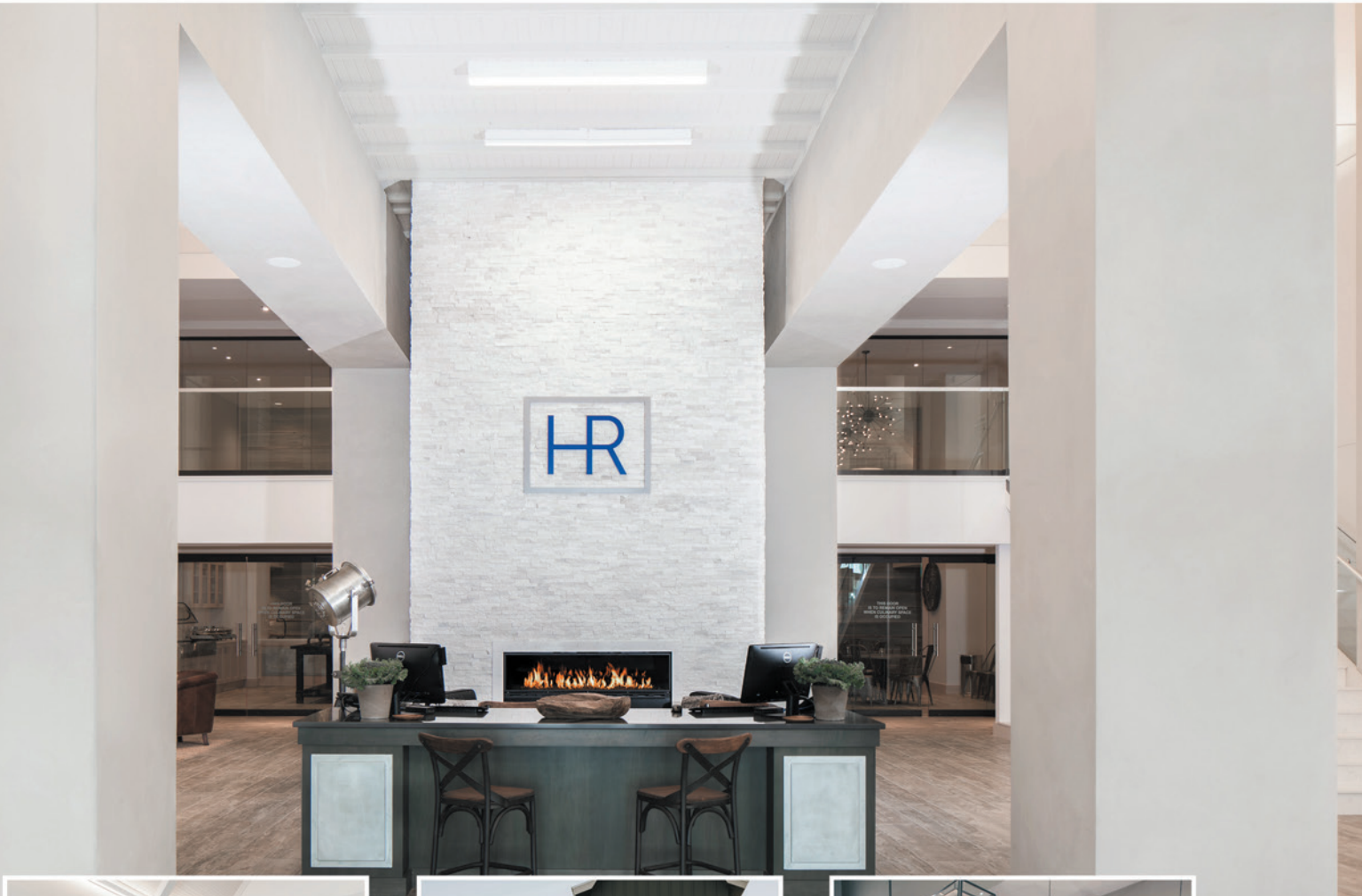
PHOTOGRAPHER: MICHAEL FALCO





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## WEDDINGS



This effortless, twisted "Boho chic" style is perfect for a statement headpiece.

PHOTOGRAPHER: JUSTIN SALEM MEYER





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## WEDDINGS

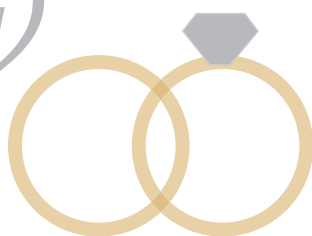
Soft, natural waves create a casual look that is elegant, yet seems as carefree as a day at the beach. ■

PHOTOGRAPHER: JUSTIN SALEM MEYER





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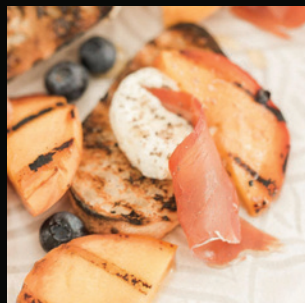


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WEDDINGS

# LOCAL LOVE

COUPLES CELEBRATE THEIR BIG DAY.

Mary Lacy gets ready for her wedding. Turn the page to see more photos from the June celebration. Photographer: Anna Jones.



WEDDINGS  
MARY LACY & GREG BEST







**M**ary Lacy and Greg Best married at St. Joseph Chapel at Dowling Catholic High School, where Mary is an alumna. Elegant sophistication defined the couple's reception at Glen Oaks Country Club, from the exquisite table settings to the flower-draped lanterns hanging from the ceiling. Florist Maya Boettcher's arrangements "really blew us away," Mary says. The couple's favorite memory, though, is "dancing with all our friends to the awesome band. They were a blast!" Greg and Mary now live in Chicago, where Mary is a pharmacy manager and Greg is a director of talent acquisition for a mobile network company.

*Wedding date: June 1, 2019*

*Photographer: Anna Jones*



WEDDINGS  
MARY LACY & GREG BEST







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## WEDDINGS

JACKIE BASSMAN & CLINTON AKERBERG







**J**ackie Bassman and Clinton Akerberg, who manage the Wealth Consulting Group, traveled to France for their spring wedding. Two years earlier, Clinton had proposed in Provence and “we fell in love with region, the people, the culture, the rosé and the food,” Jackie says. About 50 people attended their wedding, and, she adds, “we have never felt so surrounded by love.”

*Wedding date: May 25, 2019*

*Photographer: Justin Salem Meyer*



## WEDDINGS

JACKIE BASSMAN & CLINTON AKERBERG







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## WEDDINGS

JACKIE BASSMAN & CLINTON AKERBERG





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## WEDDINGS

ASHLEY BLOCK & SAM MYERS

**A**shley Block and Sam Myers planned to get married outdoors at Jester Park, but a rainstorm moved the festivities inside. That didn't dampen their spirits, though; in fact, the storm clouds provided a dramatic backdrop for photos. "The photos truly are what we were doing—enjoying the clouds and the wind bringing in the storm with no fear of being rained on," Ashley says. "We had been through a lot in the last two years, and the storm represented that to us—taking on the storm together."

*Wedding date: July 20, 2019*

*Photographer: Laura Wills Photography*







Love in *Madrid.*

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WEDDINGS  
ASHLEY BLOCK & SAM MYERS





# If They Could Do It Again...

LOCAL BRIDES REVEAL  
WHAT THEY WOULD'VE DONE DIFFERENTLY  
ON THEIR WEDDING DAY.

WRITER: KELSEY BATSCHELET

**T**here's a lot of pressure on brides these days, from planning the perfect ceremony to capturing Instagram-worthy photos to making sure the cake shows up on time.

Any bride will tell you, however, that no matter how well you plan, you're never truly in control of your wedding day.

We asked local brides what they would change about their wedding day if given the chance. Though they all said what mattered most was celebrating their love for their partner, they also all acknowledged there are things they'd do differently—from finding time to relax beforehand to foregoing a wedding altogether in favor of eloping.



# Repurpose Your Flowers

MIRIAM DE DIOS WOODWARD

*CEO, PolicyWorks*

Miriam De Dios Woodward and her husband, Nick, left for their honeymoon the day after their wedding, which meant the majority of their flower arrangements ended up being tossed. “The only thing I would’ve liked to change was having a plan in place to repurpose all of our amazing flowers after the big day,” she says. “I learned after the fact that we could have potentially donated them to a nursing home, homeless shelter or other organizations. I do wish others could have enjoyed our beautiful flowers for a while longer.”

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## HIRE A HELPING HAND

SOPHIA AHMAD

*Senior director of development, Mercy Foundation*

Sophia Ahmad wed in the Temple for Performing Arts, where she and her groom, John Helmich, both serve on the Des Moines Symphony Academy faculty. “We had a magical day, but if I could tweak one element, I would have hired a day-of coordinator,” she says. “Our cake didn’t show up—fortunately, Glorious Desserts swept in to save the day—and a coordinator managing all aspects of things like catering, audiovisual and traffic flow would have helped me focus even more on our special day.”

## VET YOUR VENDORS

KRISTIN PORTER

*Blogger at lowagirleats.com and author*

Kristin Porter wouldn’t change anything about the actual wedding day she shared with husband Ben, but she would change the way it was documented. “I wish we had interviewed more photographers before settling on ours, who we didn’t love,” she says. “Ask the photographer for references so you can call their past clients and ask how their wedding and engagement shoot went. Then see if they’d recommend them.”





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# Elect to Elope

LIZ KEEHNER

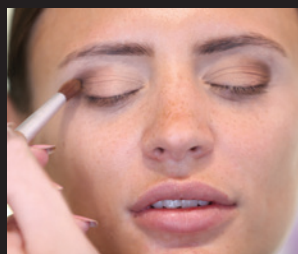
*Program manager, VentureNet Iowa*

Though Liz Keehner's wedding day turned out exactly as she and her husband, Logan, wanted, she might not do it again, given the chance. "My husband and I are very low-key, and planning a wedding felt like more of a production than we were interested in—not to mention the cost," she says. "If there's one thing I could change about our wedding day, it would be choosing to elope versus having a traditional wedding."





PHOTOGRAPHY: CHRISTOPHER MAHARRY  
BRIDE AND CLIENT: MADDI (SCHOFIELD) GITHENS  
STYLED BY: NICOLE HOFFMAN



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## CONSIDER THE SEASON

### HILLARY FERRY

*Senior digital marketing director,  
Two Rivers Marketing*

A minimalist venue with floor-to-ceiling windows—but no air conditioning—set the scene for Hillary and Adam Ferry's wedding. "Looking back, I have no regrets about the venue, but I would have moved our wedding date to the spring or fall to make it a little more comfortable for our guests," she says.

## THE MORE THE MERRIER

### ERICA AXIOTIS

*Director of development,  
ChildServe*

Erica Axiotis' background in event planning and fundraising meant her wedding went off without a hitch. "Because of my organized planning, I was able to invite a lot of people. We had 300 people at our wedding, but at some point I had to cut the [invitation] list off," says Axiotis, whose husband is Christopher Axiotis. "I don't think we left anyone off the list that we wanted to celebrate with us, but if I could go back I might invite even more people, because in the end, the more the merrier!"

Take Time to  
Relax and

Enjoy  
It  
All

### LAUREN DAY

*Freelance stylist and designer; blogger at [dayshiftblog.com](http://dayshiftblog.com)*

A DIY-er at heart with a gift for styling, Lauren Day and her husband, Austin, did most of the handiwork when it came to their wedding decorations. "We took on a lot of DIY projects that saved us money, but also demanded a lot of time and decision-making," she says. "I had planned to have a few weeks off of work before the big day, but I let my employer talk me out of it to help with a project at the 11th hour. The week of the wedding I went from painting a pergola half the size of a football field to my bachelorette party to unloading decorations and furniture to my rehearsal. I wish I had allowed myself the margin of spending more time with my wedding party, getting pampered and just feeling at ease before the big day." ■