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# Signature Sasha: Weddings And Celebrations To Inspire



## Synopsis

Authored by internationally recognized event designer Sasha Souza, *Signature Sasha: Weddings and Celebrations to Inspire* is Souza's much anticipated second event design book.

Featuring images from many of Souza's beautiful events, *Signature Sasha: Weddings and Celebrations to Inspire* offers event inspiration, practical advice, design ideas, design-your-own suggestions and directions, color palettes, real wedding and celebration images and descriptions, and other party tips for both the party throwing layman and event industry professionals. *Signature Sasha: Weddings and Celebrations to Inspire* provides helpful commentary and visual aid to help you design your next small to large, casual to formal, or simple to sophisticated celebration.

## Book Information

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## Customer Reviews

"Sasha Souza is an extraordinary wedding and event planner and I have long admired her amazing ideas, brilliant use of color and incredible attention to detail. This book beautifully illustrates Sasha's amazing talent and will truly inspire anyone who wants to create an unforgettable celebration." (Diane Forden, Editor-in-Chief Bridal Guide magazine) "Part inspiration board, part instruction manual, Sasha's latest event-design book goes beyond the big day, looking at all types of parties, from bridal luncheons to bat mitzvahs. Whether you're a bride or a planner, you'll find takeaways to spare, including tips and tricks, modern themes

and crowd-pleasing ideas. For couples taking their big day on the road, the Design Your Own section is invaluable for pulling off professional-caliber details abroad. And as always, Sasha's signature use of color plays a big role with 30 fresh palette concepts, try not to find one you love! (Erika Huenke, Editor-in-Chief of Destination Weddings & Honeymoons magazine) "O.K., she's done it again! We're drowning in wedding guides, but Sasha has found a way to inspire us with the color, emotion and the best of the human spirit found at her weddings and events. Sasha serves the high-end market but her ideas can be leveraged across a wide range of budgets. We highly recommend adding this book to your portfolio." (David M. Wood, President, Association of Bridal Consultants / ABC Wedding Planners)

Sasha Souza is a premier, internationally recognized event designer and top innovator in the wedding industry. She is one of only a handful of wedding designers who have been named a Master Bridal Consultant, the highest designation given by the Association of Bridal Consultants. Souza is the recipient of numerous awards including the Special Events Magazine Gala Award winner for Best Dining Tabletop Design, Event Solutions Designer of the Year and three ISES Westie Awards. She accepted the honor of serving as an Event Solutions Advisory Board member in 2011, is on the board of International Special Events Society's Napa/Sonoma Chapter, and a regular contributor to Bridal Guide magazine. Souza's first book, Signature Sasha: Magnificent Weddings by Design, received the Gold Award for the 2011 Independent Publisher Book Awards. She recently published her second book, Signature Sasha: Weddings and Celebrations to Inspire.

Book was just okay. It's very style specific and a lot of the ideas are not realistic for a bride on a budget.

When I heard Sasha Souza was going to put together a new book I was so very excited! Her first book was amazing and I learned so much I knew the 2nd book would be just as good if not better! When it came in the mail it was like Christmas all over again for me I grab my coffee and read the entire book twice and added all my sticky notes to go over with the team! If you are a wedding planner this book will refocus you and also give you great inspiration for your events! I have broken the "3" color wedding trend with our brides! We explore and expand our brides with colors and patterns! Thanks Sasha, and I hope to meet you some day so I can give you a big Colorado hug!

Tonja

Beautiful book filled with inspiring images and stories. I loved how Sasha highlighted her couples in this book, showcasing each of their beautiful weddings but giving the reader concrete challenges to overcome and solutions to make the couples day memorable and beautiful. The party palettes and DYO section are great as well - inspiration of color and design. But I especially loved the Anatomy of an Event section that really walks the reader through the creative aspects of inspiration to realization. Must have for anyone planning a wedding or as a reference book for seasoned professionals.

This book is gorgeous! It's filled with amazing ideas and beautiful images. If you are a planner or a bride, either way it's totally a must buy. Sasha Souza is pure talent and her creativity is off the charts. Guaranteed you'll get inspired and will enjoy the beautiful pages. I LOVE this book!

Stunning! Sasha not only creates a Beautiful book, but shares her secrets of planning elegant and fun events. She goes over all the tiny details that most people forget about when planning an event. I love the section Pretty Party Palettes. It has color charts that accompany the pictures, and even talks about how to utilize colored lighting. I am INSPIRED by the beauty of this publication!

I had the pleasure of meeting Sasha along with grabbing a copy of the book at an industry event! I literally read the book cover to cover on my 5 hour airplane ride home. I loved the pictures, the attention to detail, the use of color and the tips and suggestions that were shared in the book. I have already started reading again. Great Book!

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