





## About 4PM Events

Founded by Tatiana Byron in 2001, 4PM Events is a dynamic, full service special events company, concentrating on high-end weddings, charity fundraisers, private parties, fashion shows, corporate functions, and luxury bridal shows. With endless resources, 4PM Events is dedicated to offering our clients the highest caliber of services encompassing all aspects of your event.

4PM Events has organized and produced events for some of the world's most talented entertainers and noteworthy corporate clients such as Cirque Du Soleil, Sony Entertainment, Capitol Records and GQ Magazine and celebrities including Lionel Ritchie, Diana Ross, Joan Rivers and Mary J. Blige to create some of the world's most talked-about celebrations. Ms. Byron has also worked with Sean "P. Diddy" Combs and his record label, Bad Boy Entertainment for the 2002 MTV Music Video Awards.

With an international reputation as a premier event coordinator, Ms. Byron has also worked on overseas events such as the Cannes Film Festival premiere party for "Head in The Cloud," starring Penelope Cruz.





## Tatiana Byron, Founder of 4PM Events

Tatiana Byron is one of the world's premier event planners and the founder of several successful businesses. As the President of renowned event planning firm 4PM Events, she has created some of the most internationally talked-about celebrations.

In addition to helming 4PM Events, Tatiana also started and runs The Wedding Salon. Created in conjunction with Martha Stewart, The Wedding Salon is the world's first and premier luxury bridal showcase. Featuring the wedding industry's best and brightest, the show is currently produced in Miami, Chicago, Los Angeles and New York and has become a must-attend event for affluent brides and wedding industry trend-masters such as Sylvia Weinstock, David Tutera and Colin Cowie.

Tatiana also founded and runs The Wedding Bootcamp. Targeting the 'Do-It-Yourself' brides who are in the midst of planning their own weddings, these monthly seminars are fun, interactive, educational workshops featuring premier wedding industry vendors. They provide the basic tools for the newly engaged to plan their own weddings while giving up-to-date information on the latest insider tips and trends.

Having established herself as a key trendsetter in the Weddings and Events industries, Tatiana has been profiled and quoted extensively in periodicals and is a regular guest on local and national television networks. In 2010 she will appear as a guest judge on the MTV Networks' program, The Arrangement. Tatiana has also appeared as a guest on Entertainment Tonight, CNBC, CNN, Extra, Access Hollywood, Martha Stewart Living, The Today Show and CBS Early Show.





## Testimonials

"Tatiana with The Wedding Salon puts together a beautiful presentation, giving the girls the opportunity to learn everything they need to learn--as far as I'm concerned it's called one-stop shopping and this is the place to come. "

- David Tuter, Celebrity Wedding Planner & Host of  
*My Fair Wedding*

"Thank you for your passion and commitment in helping me with one of the best performances of my career. I couldn't have pulled it off without you [4PM Events]..."

- Sean "P. Diddy" Combs

"I think it's a marvelous event where people meet each other, talk to each other; vendors share, brides get to meet everybody, they get to see what's out."

- Sylvia Weinstock, *Sylvia Weinstock Cakes, LTD*

"I think that [Tatiana] accurately followed through with her vision to have a space where brides... experience the different details of a wedding, from hearing the music to seeing the tables set to seeing makeup..."

- Darcy Miller, Editor, *Martha Stewart Weddings*

"This event has brought together the best-of-the-best professionals to meet with prospective brides."

- Martha Stewart, *Martha Stewart Omnimedia*

"I booked 4 weddings in 48 hours after the show, and more in the pipe-line!"

- Joey Dee Cirillo, *Liquid*





## Clientele

- Arista Records
- Aruba Tourism Authority
- Bad Boy Entertainment
- Bobbi Brown The Studio
- Cannes Film Festival
- Cap Juluca
- Capitol Films
- CardioVascular Research Foundation
- Casa De Campo
- Children's Museum of Art
- Christian Dior
- Christofle
- Cirque Du Soleil
- Crate&Barrel
- David Bouley
- Disney's Fairy Tale Weddings
- Edwin Gould Services for Children
- Four Seasons Hotel & Resorts
- Godiva Chocolatier
- Gordon Ramsey
- Gotham/Hamptons Magazine
- GQ Magazine
- Harry Winston
- Ian Schrager Hotels
- ICM
- The Leading Hotels of the World, Ltd.
- L'OREAL
- La Maison du Chocolat
- Mandarin Oriental
- Maxim Magazine
- Monique Lhuillier
- MTV Networks
- Neiman Marcus
- One&Only Palmilla
- Orient Express Hotels
- Per Se
- Piaget
- Playboy
- RCA Records
- Relais & Châteaux
- Rodman & Renshaw
- Rolls Royce
- Saks Fifth Avenue
- Sony Music
- Sports Illustrated
- Sylvia Weinstock Cakes Ltd.
- Tiffany & Co.
- Tommy Hilfiger
- Tribeca Film Festival
- Universal Studios Hollywood
- Valentino
- Vera Wang
- Victoria's Secret
- Warner Brothers Music
- WILLIAMS-SONOMA, Inc.
- YSL Beaute



## Our Media Partners



## Press



Tatiana Byron and 4PM Events have been featured on local & national television networks, including:

CNN	ABC's Good Morning America Now
Extra	Entertainment Tonight
CNBC	Queer Eye for The Straight Guy
Get Married	Fox & Friends
The Apprentice	The Today Show
Access Hollywood	CBS Early Show
Oxygen	Lifetime Networks
LX TV on NBC	The Arrangement on MTV
CW Evening News	WE

Tatiana and 4PM Events have also been featured in the following publications:

The New York Times	New York Daily News
New York Post	BizBash
Financial Times	OK! Weekly
Elle Magazine	Town&Country Weddings
Miami Herald	Us Weekly
InStyle Weddings	Los Angeles Times
Star Magazine	Martha Stewart Weddings
Gotham Magazine	Palm Beach Post
Fortune Small Business	Grace Ormonde Wedding Style
InTouch	Special Events Magazine



# The New York Times

April 22, 2008

## The Bride Wore Ritzy

By JENNIFER 8. LEE

We are in a new gilded age (though this is not a good time to remind us how the first one ended), and the weddings have blossomed to match. There was no better

“There was no better place to witness that phenomenon on Monday than the Wedding Salon, a luxury bridezilla convention that was founded by Tatiana Byron and held at Gotham Hall.”

The entrance fee was \$75, but women (almost all were women) lined up around the block. By the end of the day, about 2,800 people marched through the hall to talk with florists, caterers and honeymoon specialists.

In New York, luxury weddings are taken to another level: more personalized, more indulgent. A New York wedding could easily run in excess of \$100,000, compared to \$28,000 for the nationwide average, Ms. Byron said. (Of course, cost is all relative, as some cultures are arguably even more demanding that a wedding be celebrated in grand style).

The chocolate vendors ranged from those who offered M&Ms with the couple's names or even a custom chocolate profile for the special day.

Ms. Byron also pointed out specialized monograms with the bride's and groom's names intertwined. That monogram could in turn be beamed on a wall through a spotlight (lighting for weddings can run from \$7,500 to upward of \$30,000) or dance across the glowing LED dance floor (about \$15,000, depending on how large).

Then there were the edible wedding invitations and chocolate-covered rose petals for \$8 to \$10 apiece.

Not content with ice sculptures anymore, weddings are having martini bars made entirely of ice. And lest you not forget the pet, Ms. Byron said she has been seeing doggie wedding veils and dresses for pets who are incorporated into the wedding.

On the clothing side, aside from the \$100,000 wedding gowns, there was also stringless G-string underwear (it uses adhesive with a promise that it doesn't hurt).

And if you are not satisfied with a wedding planner, you can also get a wedding personal assistant starting at \$40 an hour.

The opulent scene at Gotham Hall had strains of MTV's "My Super Sweet 16," only those in the crowd were adult women, mostly professionals themselves. (This was not the cheap chic, toilet paper wedding dress crowd.)

Thomas Noel, who did Sarah Jessica Parker's wedding to Matthew Broderick 11 years ago, says his entry-level wedding is about \$75,000 and can run several million dollars. He even cited the figure \$10 million, to be precise. Goodness, \$10 million? Are these people having a destination wedding in space?

Well, having Mary J. Blige perform at your wedding could easily run \$500,000, he said. Even a band that was hot 15 years ago could be \$15,000 to \$30,000. A customized designer wedding gown and bridesmaid dresses, with the designer on hand to help fit the women, could be \$500,000 and up.

There are people who do not hesitate in spending this kind of money for their daughter's special day, from hedge fund managers to Russian oil billionaires.

"If you can afford it, you do it," Mr. Noel said simply.

Ms. Byron, who is not married, was asked what she dreamed her wedding would be like. She surveyed the bustling scene underneath the dome and said, "Thirty people, rose petals on a beach — the complete opposite of this."



Brides gathered at Gotham Hall for a show of dresses, food and decorations at the fifth annual Wedding Salon. (Photo: G. Paul Burnett/The New York Times)

FREE AGENT  
TATIANA BYRON  
Event Planner

## FORTUNE SMALL BUSINESS

# A \$500,000 WEDDING?

Want exotic? 4PM Events can plan nuptials around a tiki barbecue or a trip to Tuscany. **By Patricia B. Gray**

**N**OT LONG AGO A WEDDING WAS a modest affair: a little lace and a bit of the bubbly were all it took to launch a couple on the sea of matrimony. These days it calls for much more pomp and ceremony. How about a three-day bacchanal on the beach in Bali? Or an Egyptian feast with a bevy of waitresses spray-painted gold to serve the champagne? Care to exchange vows in a hot-air balloon drifting over the vineyards of Napa?

Coordinating such an orgy of consumption requires the services of a professional wedding planner such as Tatiana Byron. Her Mian company, 4PM Events, posted revenues of \$1.1 million in 2004, triple the amount in 2003, and she says the company is solidly profitable. She planned about six weddings last year, including one for 40 guests in Tuscany. Byron rarely handles a wedding with a budget of less than \$100,000, and on average, couples or their parents usually spend about \$500,000. Byron takes a cut of the budget, with the percentage varying according to the size and complexity of the celebration.

Her weddings typically last for days, with a schedule of activities for guests that may include regattas, tiki barbecues, and spa treatments. "A wedding is theater," Byron says. "My job is to choreograph the production from the launch of the couple's website until the last guest leaves."

Planning parties comes naturally to the 33-year-old, who emigrated from Russia in 1978 at the age of 6. While attending Boston University, she worked for nightclubs, using her dorm room to plan events that would draw college crowds. A few jobs later, in 2002, she launched a corporate event-planning business. But she always

had her eye on the big jackpot—weddings. After all, nuptials are a \$50-billion-a-year industry. There are 2.4 million weddings a year in the U.S., and the average cost is \$22,000, about 40% more than five years ago. One out of every three brides hires a wedding planner.

Byron made a splash earlier this year when she staged a wedding for the TV series *Queer Eye for the Straight Guy*, and prospective brides started contacting her. To keep the customers coming, she hosts two bridal shows a year, in

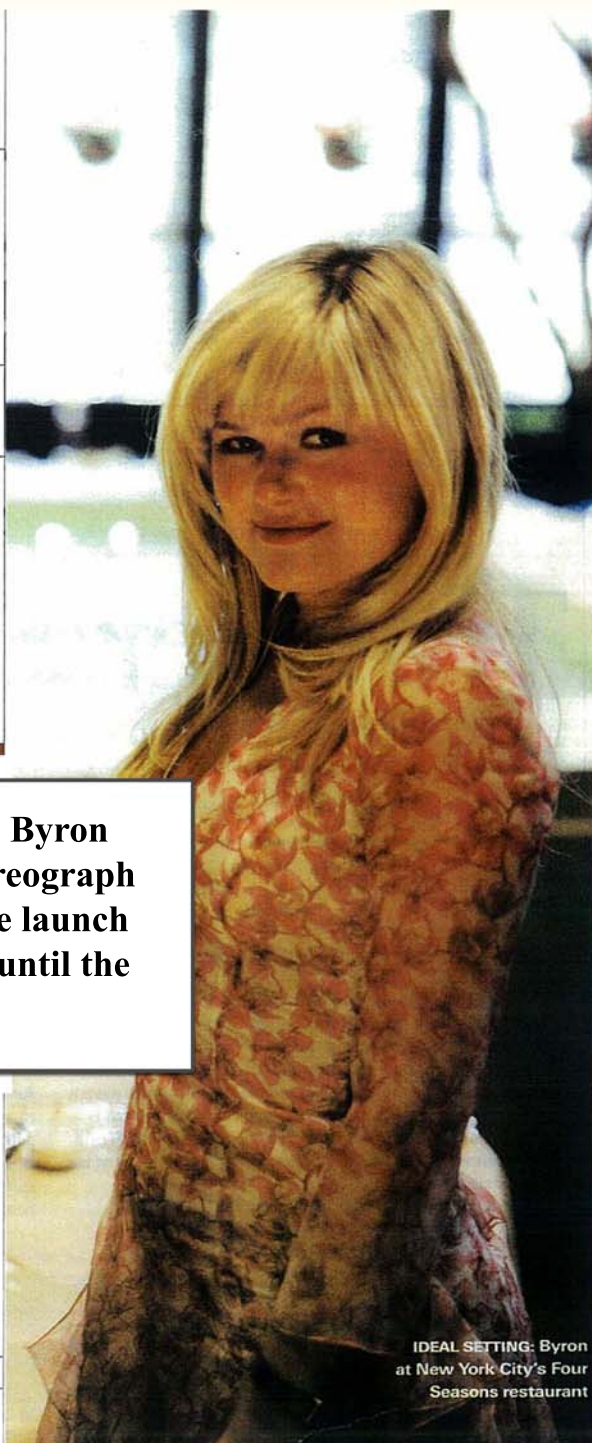
**"A wedding is theater," Byron says. "My job is to choreograph the production from the launch of the couple's website until the last guest leaves."**

and ogle flower arrangements.

This summer Byron faces her biggest challenge: planning her own wedding, scheduled for March 2006. And what sort of big-budget spectacle does she have in mind for herself? "Something very simple, very intimate. Seventy-five people, on the beach in Star Island near Miami. Rose petals in the sand," she says. "I haven't even picked out a dress."

For a link to 4PM Events and to give us feedback, visit [fsb.com](http://fsb.com).

PHOTOGRAPH BY ERIKA LARSEN-REDUX



IDEAL SETTING: Byron at New York City's Four Seasons restaurant



# AISLE TAKE IT



Photos: J. Scott Wynn

## Wedding excess-ories up for sale

By MANDY STADTMILLER

You know what some say: The more over-the-top the wedding, the more in love you really are.

Whether you believe it or not, many of New York's most true-blue lovebirds convened at Gotham Hall last night to find out the depth of their emotion at the fourth annual Wedding Salon, where more than 1,000 brides-to-be and 200 vendors came together in the perfect match.

For those brides for which money is no object, there was: A \$115,000 Swarovski-dazzled Chantilly lace gown from Kleinfeld, a \$50 edible wedding invitation cookie and an ice sculpture table for the bride and groom ringing in at \$75,000 — that lasts only the length of the wedding.

"It's about whatever your fantasy is, and it doesn't matter if you have endless cash or a limited budget, your fantasy is your fantasy," said wedding planner Thomas Noel, who has worked on the happy days of celebs such as Sarah Jessica Parker, Lionel Richie and George Soros.

He's also the mind behind the Salon's featured \$75,000 table for the bride and groom (no one has yet to buy it — or the \$115,000 gown), which is supported by a highly detailed ice sculpture in

the shape of a giant Faberge egg and styled with baby pink carnations.

"The whole idea of an event is to punctuate a moment in time," he explained. "So by using perishable things like flowers or very ornate cookies that are going to be eaten or a table made of ice is that when you are a guest experiencing these things, you know that they are there for you and you only."

"When you know that they'll never exist again, something happens to us when we're in an environment like that and we open up our hearts," he added.

Opening up her heart at the event was the happily engaged Gina Poupis, a 28-year-old Man-

hattan pharmaceutical saleswoman, who said, "We're looking for finishing touches. I can't believe they have edible invitations. It makes me think, 'Oh maybe I would go all out.'"

Which leads to a good financial rule of thumb for brides-to-be.

"Whatever brides think they're going to spend, they always end up spending double," said Tatiana Byron, founder of the event. "Before you know it, things add up. Brides realize we need this, we need that."

And don't forget the makeup or hair.

Emphasized stylist Richard Grandinetti, working a makeup booth for Scott Barnes Cosme-

tic, this is almost more important than anything else. He charges about \$350 for brides, and said, "I think people spend so much money on the gown but it's your face that matters. If you look good, you could just have a T-shirt on."

But most importantly, some planners say, don't forget Fido.

Making the rounds at The Wedding Salon were several hyper little dogs dressed in the latest ready-to-wear fashion.

"It's becoming more of a mainstream request to get little puppies dressed in Armani suits," wedding planner Noel said. "It's very cute and about \$80 an outfit."

mandy.stadtmitter@nypost.com

**"the fourth annual Wedding Salon, where more than 1,000 brides-to-be and 200 vendors came together in the perfect match."**

**BLING IT ON:** Bride-to-be Gina Poupis (top, left), with pal Jennifer Charley, was among shoppers yesterday looking to say "I do" to fantasy wedding items like this \$3,500 cake and \$100,000 dress at the Gotham Hall Wedding Salon.





ANGELINA



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WEEKLY

INTOUCH

KOURTNEY'S  
TRAPPED

# Country's beautiful brides!

The former *American Idols* are planning sweet down-home ceremonies

## KELLIE'S DRESS

"This would suit Kellie because of its clean, very fit," says Mark Brower, designer for Priscilla of Boston's Vineyard Collection.



## Kellie keeps it small

"I'm the luckiest woman in the world," says Kellie Pickler of her engagement to Kyle Jacobs. For the big day, "We will probably keep it really intimate, then have a big party."  
**THE LOCATION:** "I would love to find a small, old church—simple, pretty stained-glass windows," says the North Carolina native.  
**THE GOWN:** The right one will "embrace both romance and drama," says Tracy Uomileale, designer for Priscilla of Boston.

**BRIDESMAIDS:** Maybe also-engaged pals Carrie Underwood and Miranda Lambert? "We keep joking about how there must be something in the water," laughs Kellie. Tatiana Byron, celebrity event planner and founder of The Wedding Salon, says, "Since Kellie is planning a more casual wedding, I see her opting for tea-length bridesmaid gowns."



## A TIGHT HOLD

"I'm so glad I got him before anybody else did," laughs Kellie of Kyle, a songwriter.

## Carrie's carefree

Carrie Underwood says she and hockey player fiancé Mike Fisher are "both really laid-back," so she left the July 10 nuptials in the hands of a wedding planner. "I don't care about details. Family, food and fun, that's all we really need. And, oh yeah—get married!"

**THE LOCATION:** The rumored spot is the swanky The Ritz-Carlton Lodge at Reynolds Plantation in Georgia.

**THE GOWN:** Carrie says that her ideal dress is "very me; it's girly, pretty, simple and girly."

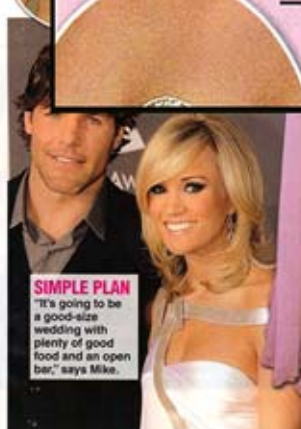


## CARRIE'S DRESS

Carrie likes the one-shoulder style, like this Melissa Sweet gown.



**STAR ATTENDANT:** "Carrie is having a traditional wedding, which will be a black-tie affair," says Byron. Indeed, the star confirms that the ring bearer—her dog Ace—will be "all dressed up in a tuxedo."



## SIMPLE PLAN

"It's going to be a good-size wedding with plenty of good food and an open bar," says Mike.

ABC Family's *Revenge of the Bridesmaids* premieres on Sunday, July 18 at 8 p.m. ET.



None of the designers or wedding planners in this story worked with Kellie Pickler or Carrie Underwood.

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