

Welcome to ...

The Wedding Guide





From the bottom of our hearts ...

Thank you for trusting us with your beauty services - we are beyond excited to work with you in crafting your fairytale look!

We promise to bring style, creativity, and longevity to your hair & makeup inspiration and make your dream day all the more magical!

The Booking Process

- Solidify your final hair & makeup numbers with your bridal party and family members ASAP
- Confirm your latest end-by time with photographer and wedding planner

***PRO TIP: WE DO NOT RECOMMEND BEING COMPLETED WITH HAIR AND MAKEUP OVER 2HRS PRIOR TO THE CEREMONY STARTING**

- Ensure your earliest arrival time is approved with the venue
- Complete the full contract by PDFSign or standard printing & scanning
- Send in your non-refundable deposit by: Venmo, Zelle, or credit card via Square
- We'll send you a confirmation once the deposit & contract are received, and you'll be set! No event is formally booked until we receive both the signed contract and deposit. We do not allow soft-holds.





What We Do

- Book our team; we hire out additional stylists a minimum of 3 months in advance who are carefully vetted by us and excel in our standards of talent & customer service.
- Send you confirmation emails a week prior to your bridal trial and wedding date
- Answer all email communications promptly
- Offer style recommendations and alternatives to inspiration ideas and serve as a sounding board

Scheduling a Bridal Trial

*** PRO TIP: WEAR A WHITE OR CREAM TOP TO SIMULATE THE COLOR YOU'LL BE WEARING DAY-OF AS WELL AS ANY STATEMENT EARRINGS YOU MAY HAVE ALREADY PURCHASED FOR YOUR BRIDAL ENSEMBLE.**

- Bring your veil, clip-in hair extensions, hair accessory, & inspiration photos!
- Coincide (if possible) with your engagement party, bridal portraits, bridal shower, final dress fitting, etc to get the most wear out of your special look.
- Set aside a minimum of 2 hours for the hair & makeup trials (1 hour per service). We can work with as many styles as can be managed within that timeframe if you would like to test several looks.
- Consider your style expectations. If your desired style has copious amounts of hair involved, ask us before your appointment about the need for extensions and buy those prior.
- Schedule your bridal hair & makeup trial a minimum of 2-3 months in advance of your wedding date. Be mindful that if you have a wedding in the spring or fall seasons, appointments are extremely limited in the months beforehand with bridal trials and other appointments, so we recommend reaching out 4-5 months before your wedding to start looking at dates and schedule the bridal trials. We only take trials on weekdays during studio hours (9am-6pm) as our weekends are dedicated to weddings.

How to Prepare in the Months Ahead

Haircolor:

- Add the highlights or lowlights discussed at the trial
- Do not attempt box colors or highly-pigmented, bold hair colors, chalks, or temporary dyes
- Do not over-process hair
- If you choose a rolled, twisted, or tucked style, be sure to highlight the nape area
- Utilize hair masks
- Color new hair extensions to match current hair color if needed

Haircut:

- Keep your hair trimmed and healthy
- Do not change your cut drastically
- Get layers or thinning necessary to the style you are aiming for (ask your trusted stylist for their recommendations)
- Trim hair extensions if needed

Skin:

- Be watchful of tan lines while sunbathing
- Stay hydrated, exfoliated, and moisturized
- Get regular facials
- Develop a dedicated skincare routine
- See your dermatologist

Brows:

- Do not try permanent cosmetics/microblading at least a month before to allow for the dye to fade a bit



The Week of Your Wedding

Hair Extensions:

- Human hair clip-in, sew-in, tape-in, fusion, and micro-link...all wonderful options for those who need more volume or length, so if you plan to do anything aside from standard clip-ins, the only type of extension service we perform day-of, then you will need to consult your hair stylist. He/she can recommend the type of extension that is both cost-effective and safe for your hair type.
- Our favorite brand of clip-in extensions is online with Luxy Hair who offers dozens of shade options, free returns/exchanges, and excellent quality hair. For \$20 off your order, use code LX-ASHLYN and ask us if you need help determining the best shade for you!

Hydration:

- Drink your H2O
- Relax with a hydrating, moisturizing mask or two; stay active to keep your lymph fluid and blood-flow moving seamlessly

Hair Removal:

- Have your waxing, threading, or dermaplaning done 2-3 days before the rehearsal to allow for your skin to heal and the redness to reduce



Tanning:

- Get sprayed a day before rehearsal so the excess color has time to be showered off
- Have a test run done several weeks before to ensure proper application and color choice

Lash Extensions:

- Have them applied several days before
- Heavily research lash studios, looking for neat application, minimal glue clumps, and size proportionate lengths for your eye shape
- Do not always go for the biggest and boldest but ensure that the lashes are proportionate to your eye shape & desired style



The Big Day

We arrive 15 minutes prior to the contracted start-time for set-up and will bring all the makeup, lashes, and hairstyling supplies we will need.

The bridal party should be on-site by the time our team arrives (**a minimum of 15 minutes prior** to the contracted start-time) so they can be in their loungewear (robes, shirts, pjs, etc), drinks in hand, and dresses hung.

Everyone should come with:

- Clean, dry, product-free hair
- Care, moisturized lips & faces
- Inspiration photos

The bride should also have:

- Touch-up lipstick/lipgloss
- Hair accessory & veil on-hand

The room should be cool, bright (natural light is a must), and airy so that everyone can stay comfortable and so that hair & makeup lasts as long as possible. There should be easily accessible outlets and plenty of table space for our kits as well.

*** PRO TIP: BUY STRAWS FOR DRINKING TO AVOID WEAR ON THE LIPS & ENCOURAGE YOUR BRIDAL PARTY TO BRING ALONG THEIR OWN TOUCHUP LIPSTICKS/LIPGLOSSES!**





Day-Of Schedule

We do not create a timeline for the day-of as timelines are 100% inflexible and incorrect as someone is late to their slot, is in another room and unavailable, another service is running later than expected, etc. Thus, we just move along quickly from one service to the other every 30-40 minutes, keeping the process moving swiftly because every minute counts. Our order is as follows:

If you are doing a first look, then we like to do...

- 1.) bridesmaids
- 2.) bride
- 3.) mothers
- 4.) flower girls/jr. maids

If you are not, then we like to do...

- 1). bridesmaids
- 2.) mothers
- 3.) bride
- 4.) flower girls/jr. maids

Payment

Credit cards are the only form of payment accepted aside from cash tips, and only one card can be used on-site to keep the process streamlined. Bridal party members can reimburse the bride/bride's family privately at a later time.

The deposit is deducted from the invoice total, so the full remainder of the service invoice is due upon completion of the services.

If your credit card has spending limits, please call them ahead of time to ensure payment goes through.





Fees & Tips

Day-of add-on fees are:

- Curling extra long or thick hair (if wearing down)
- False lashes
- Clip-in extension placement
- Placement of a symbolic or cultural hair or makeup accessory aside from a standard veil and decorative clip
- Wet hair
- Late arrival of the bridal party

Tips are expected for a luxury service, and the **industry standard is 18-22%**. Any cash tips should be given directly to the owner, Ashlyn Landrum, not the other stylists as they are paid on a different pay-scale.