

# Brides

*get inspired!*

**257**

**DRESSES,  
CAKES,  
FLOWERS,  
IDEAS!**

**THROW  
A PARTY  
THEY'LL  
NEVER  
FORGET**

**10**

**simple  
steps  
to your  
best  
hair day  
ever**

**TONS OF  
CREATIVE  
WAYS  
TO CUT  
YOUR  
BUDGET**

Display until May 21, 2012

\$5.99 US \$6.99 FOR

05



brides.com  
from the publishers of  
Vogue & Glamour

Laird Roach descends a staircase at the Cloister hotel. "When I tried on my dress at Carolina Herrera, I texted a photo of myself in it to my father. He loved it!"



# SOUTHERN STYLE

A couple of  
Virginia-born  
New Yorkers  
traveled to  
*Sea Island, Georgia,*  
for a glamorous,  
playful wedding  
that combined  
family heirlooms,  
a black-tie dress  
code, and  
a pre-ceremony  
beach party/

BY SARAH IVENS  
PHOTOGRAPHS  
BY PATRICIA LYONS

**T**

**HOUGH** they both grew up in Virginia and moved to the same Manhattan neighborhood as adults, Laird Roach and Ross Gough would never have met if not for a football game. “We were at a neighborhood bar in the West Village, and there was a UVA game on,” says Ross, 29, a financial analyst. “We noticed we were both cheering for the same plays, so we struck up a conversation.”

Two years later, Ross proposed, and the two began planning a wedding in Sea Island, Georgia, a Lowcountry resort known for its five miles of beaches, weekly bingo nights, and presidential honeymooners. (George and Barbara Bush had theirs on the island in 1945.) “My family has been vacationing there around the same time every August since I was young, so even the week we married had significance,” says Laird, 30, a marketing and special-events manager for Tory Burch. “I wanted to share the experience with everyone we love.”

Laird and Ross spent the hours before their Saturday ceremony eating

lobster rolls and fish tacos at a casual beach party. “Everyone was in their bathing suits. We even had an old-fashioned Popsicle stand,” says Laird. “Spending time with everybody was so much more important to me than following the rule about not seeing the groom before the wedding.” The couple also broke with convention when choosing attendants. Ross tapped his grandfather to be his best man, and Laird had 14 bridesmaids to Ross’s 10 groomsmen. “I chose to make my closest friends feel included, rather than worrying about what would look correct in the photos,” she says.

On August 13, 2011, 100 friends and family members gathered at Christ Church, Frederica, on St. Simons Island, one of the oldest places of worship in Georgia. The bride walked down the aisle on her father’s arm, carrying a bouquet wrapped in an antique handkerchief that she had been given by her mother at a bridesmaids’ luncheon the day before. “She’d had three corners of it embroidered: one with my grandmother’s initials, one with hers, and one with mine. The fourth corner was left blank for my sister’s,” says Laird. “The plan is to pass it down through the generations until the whole thing is covered.”

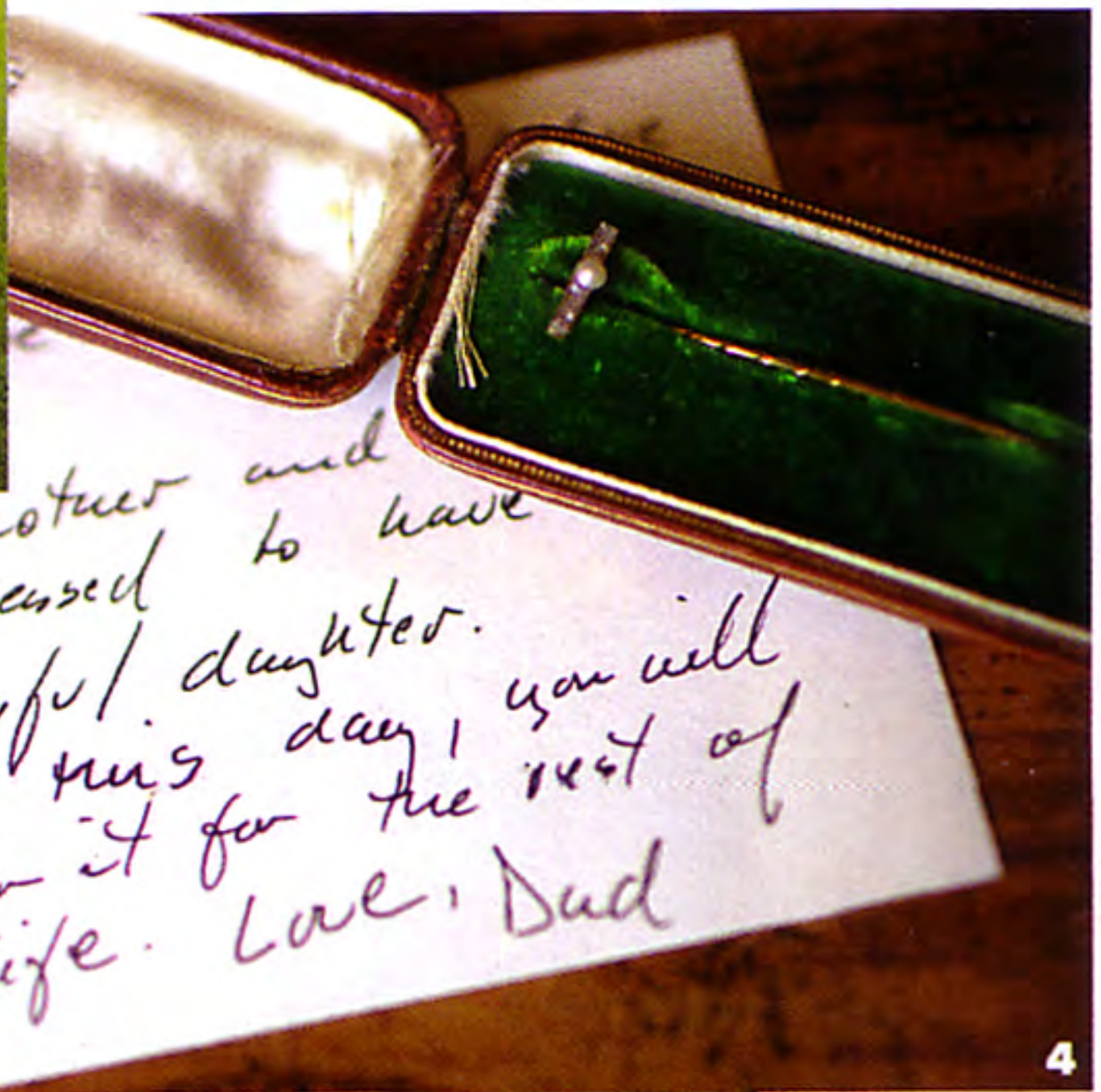
After the vows were exchanged—“we also read a prayer we wrote together,” says Ross—everyone was shuttled back to the Cloister hotel, where Kristin Newman, the wedding planner, had a surprise waiting. “She whisked me and Ross to a private room, where our families were waiting to toast us with champagne,” Laird says. “It was one of my favorite moments of the weekend.”

The couple then rejoined the party for a dinner of seared beef filet and grilled lobster tail, with music by New York’s Red Hook Orchestra: “My grandmother danced the whole night,” says Laird. Among the reception’s unique touches: framed wedding photos of the bride’s and groom’s parents on the

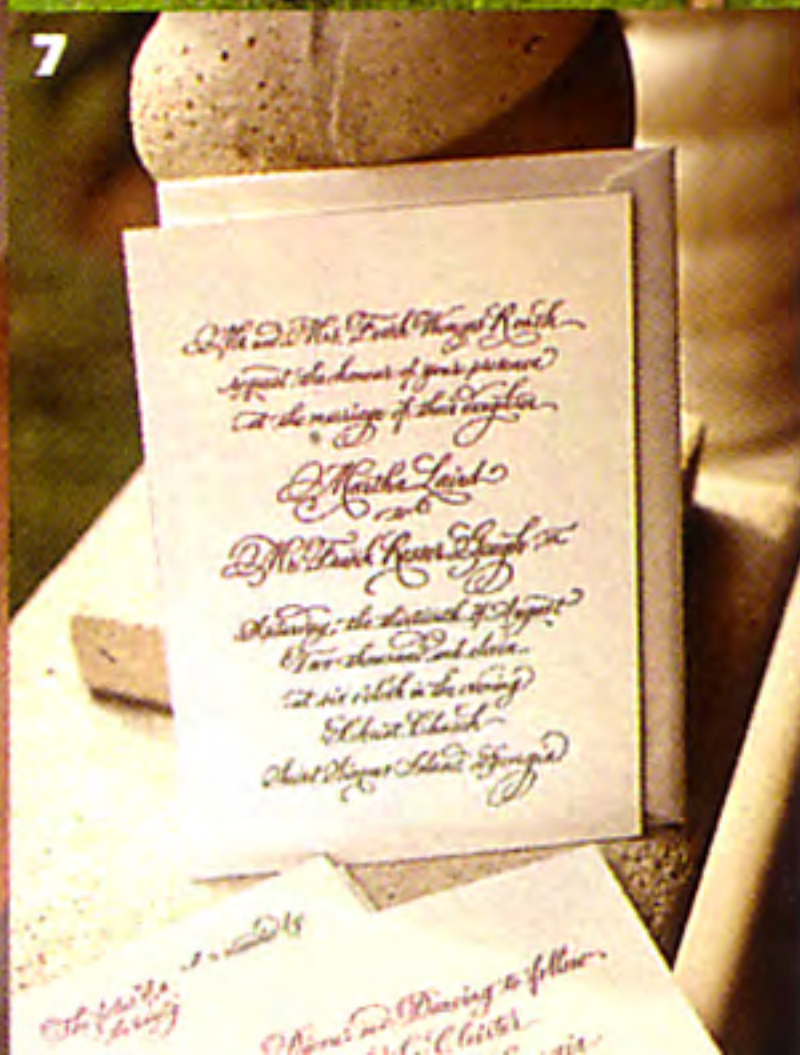
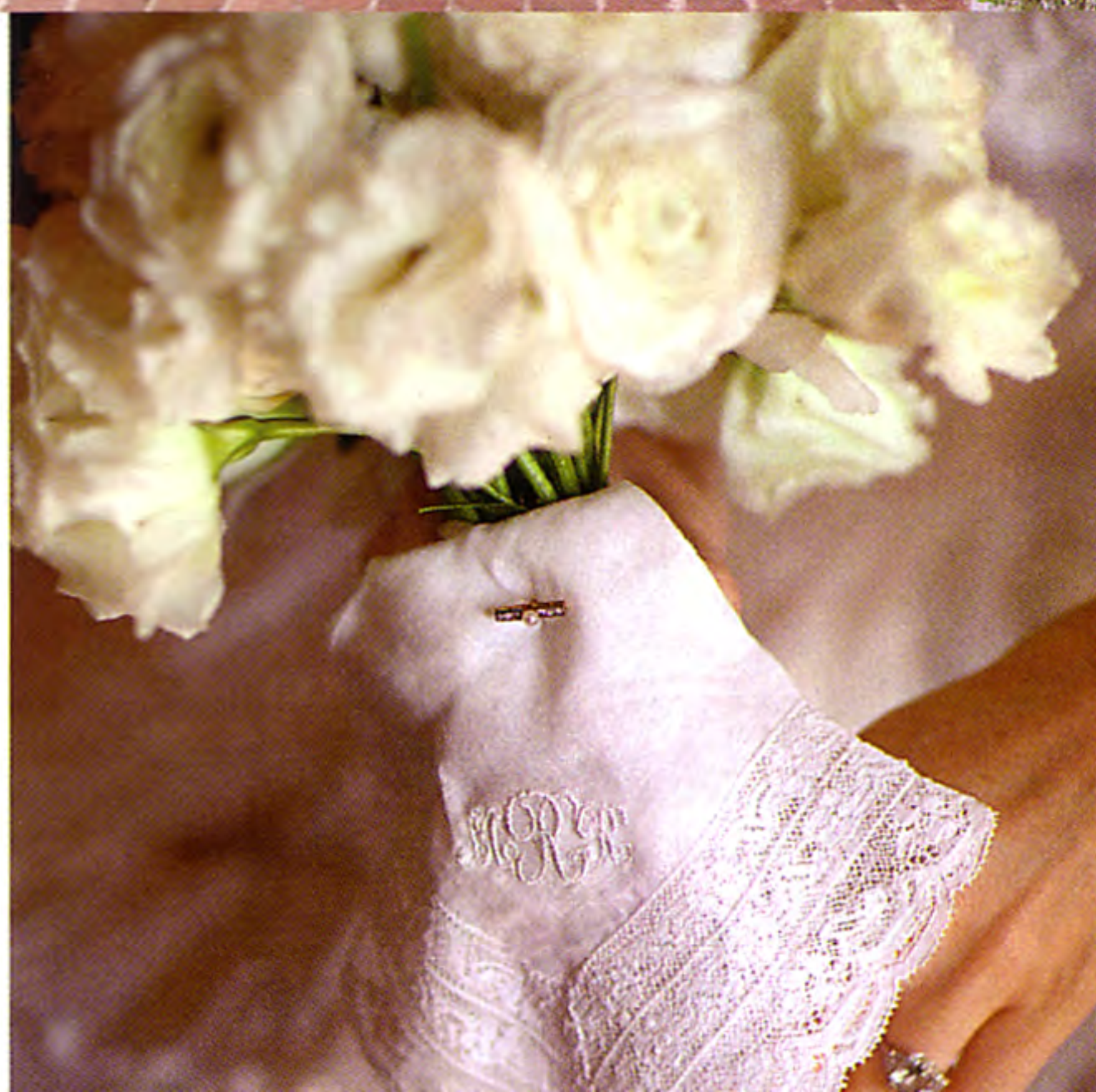
guest-book table; a men’s Scotch lounge that took the place of a groom’s cake; and cookie favors made to look like the couple’s beloved Pomeranian, Charlie. Flip video cameras were displayed in silver trays so that guests could film messages—which Laird and Ross have replayed often since returning from their Turks and Caicos honeymoon. “We are going to carry these memories with us forever,” says Laird. “They make all the planning and the work that went into the weekend worth it.”

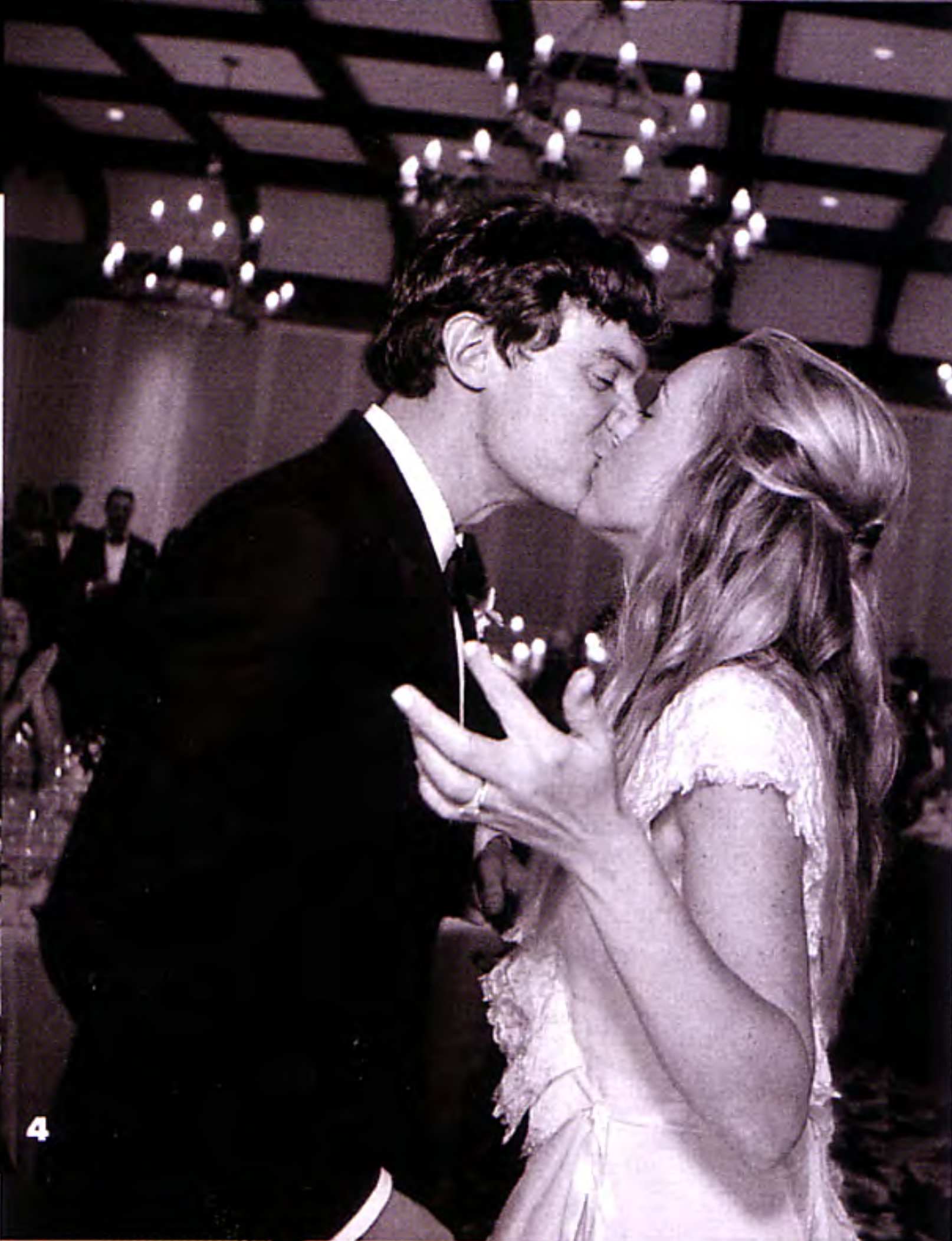


1. Laird’s mom and sister, Keeling (the maid of honor), helped her dress. 2. “It was important to us that we get married in a church,” says Ross. 3. Laird surprised her father with bagpipe music before the ceremony—a tribute to their Scottish heritage. 4. “My dad gave me my great-grandfather’s tie pin to use in my bouquet,” Laird says. 5. Casey, a groomsman, helped Ross’s grandfather, the best man, with his tie. 6. Each bridesmaid carried a different white flower and wore one of three styles in black by Jenny Yoo. 7. “For the wedding, we were going for a black-tie feel with modern touches,” says Laird. “I wanted that to be reflected in the invitations.” 8. Laird wrapped her bouquet of lisianthus and ranunculus with an antique handkerchief her mom had given her.



Your mother and I  
are so blessed to have  
this wonderful daughter.  
Enjoy this day, you will  
remember it for the rest of  
your life. Love, Dad





**Ceremony venue** Christ Church, Frederica, St. Simons Island, Georgia; christchurchfrederica.org

**Reception venue** The Cloister, Sea Island, Georgia; seasland.com

**Event planning** Kristin Newman and Reagan Kerr, Kristin Newman Designs; kristinnewmandesigns.com

**The Cloister coordinator** Maren White; seasland.com

**Bridal fashion consultant** Lindsey Nowak; kristinnewmandesigns.com

**Bride's dress** Carolina Herrera; carolinaherrera.com

**Bride's shoes** Ralph Lauren; ralphlauren.com

**Bride's bag** Tory Burch; toryburch.com

**Bridesmaids' dresses** Jenny Yoo Collection; jenny yoo.com

**Groom's tux** J. Crew; jcrew.com

**Floral designer** Rose Sinclair; seasland.com

**Furniture and lighting** Gathering Floral + Event Design; gatheringevents.com

**Stationery** Oscar & Emma; oscaremma.com

**Calligraphy** Elizabeth Porcher Jones; elizporcher@gmail.com

**Music** Red Hook Orchestra; dexterlakeclubband.com

**Photographer** Patricia Lyons; patricialyonsphotography.com

**1.** "We treated the wedding like a series of vignettes," says the bride. "Each part of the evening was held in a different space." **2.** "Instead of one cake, we had three in different flavors—chocolate blackout with dulce-de-leche filling, chocolate blackout with chocolate-truffle filling, and vanilla-cream cake with coffee buttercream," she says. **3.** "Laird wanted the reception to look timeless," says her event planner and designer, Kristin Newman. "So we juxtaposed the stark black-and-white menus with tumbling vases of white freesias, lilies of the valley, and hydrangeas." **4.** "Ross and I bring out the best in each other," Laird says. **5.** Ross and his groomsmen relaxed for a few minutes before the ceremony. **6.** "We were taking photos during the cocktail hour, and a rain shower started just as we were finishing up, so we ran back inside," says Laird.

» FIND YOUR WEDDING VENDORS AT BRIDES.COM/LOCAL.

