



Noorin Waldriff of CHRYSLIS MEDI SPA provided hair styling services and Michelle Margulis and Shelley Zimmer of BEAUTY OF MAKEUP provided makeup styling services.

Jason wore a custom-made suit from MADE CLOTHING.

photography by

IKONICA

JOELLA and JASON

CELEBRATING WINTER-INTO-SPRING WITH A FASHION-FORWARD SPIN



WESTROCK DIAMONDS designed Joella and Jason's wedding bands.

JOELLA SACKS AND JASON BITTON MET IN JANUARY OF 2011 AT A NIGHTCLUB WHEN THEY WERE BOTH STUDENTS AT THE UNIVERSITY OF WESTERN ONTARIO. "WE ALWAYS JOKE THAT WE FOUND LOVE IN A HOPELESS PLACE," SHARES JOELLA, WHICH later inspired their recession song, Rihanna's 'We Found Love.' Every February, Joella and Jason visit Florida, but on their fourth annual trip, Jason had a special surprise in mind. On their third night, Jason suggested they meet up with friends at the Fontainebleau Miami Beach after dinner, but upon their arrival, the concierge instead led them to a luxury suite that had been decorated with rose petals, candles, balloons, and enlarged photos of the couple. Initially, Joella thought it was little more than an early Valentine's Day surprise, but then Jason got down on one knee in a bed of rose petals with an engagement ring and asked her to spend the rest of her life with him.

From day one, Joella knew that there was only one person she would want by her side to plan her wedding, and that was Melissa Baum of MELISSA BAUM EVENTS, who provided full-service planning and design assistance. Having attended university together, Joella was very familiar with Melissa's work and her eye for weddings and knew she would be the perfect person to bring her dream of a "Winter Meets Spring" wedding to life.

Joella and Jason were married on March 12, 2016 at THE CARLU, an OLIVER & BONACINI EVENTS AND CATERING property built during the historic Art Deco era.



Joella wore a traditional Vera Wang gown with a touch of drama, purchased at **VERA WANG TORONTO** and added a belt with silk flowers for a bit of sparkle, along with off the shoulder sleeves for a custom touch. Her Vera Wang cathedral length veil completed the look.



Jimmy Yu of **FERRIS WHEEL PRESS** designed the wedding invitations with a custom monogram combining their two "J" initials blind-embossed on ecru-coloured cardstock, accented with gold foil detailing.



A dedicated sneaker collector, Jason changed his shoes five times throughout the day, including custom-made Air Jordans from **CEEZEM CUSTOMS** in New York.



"We wanted our guests to feel like they were at a fashion show."

— JOELLA

Crisp white couches and cruiser tables from **DIVINE FURNITURE RENTAL** lined the 6-ft wide white carpet aisle runner provided by **REZNICK CARPETS**. The entire venue was draped in white fabric by **ENZO MERCURI DESIGNS**.



For her 25th birthday, Jason bought Joella a pair of Chanel earrings, which she had purposely been saving for a special occasion. Her wedding day was the perfect opportunity to sport the drop pearl, gold detailed beauties.



Joella carried a bouquet of blush and white O'Hara roses designed by **NOUS DESIGN GROUP**. Rose petals were suspended from clear filaments and cascaded in a waterfall of layers.



The bride's shoes were blush, velvet Gianvito Rossi heels from **THE ROOM AT HUDSON'S BAY** in Toronto. For the reception, she changed into gold Aquazzura flats.

To truly savour their special day, the couple took some time together before the ceremony. "Our first look stands out as our favourite moment of the day," explains Joella. "A Rolls Royce acted as a barrier between us, and when it drove away and Jason saw me, his reaction was truly above and beyond any expectation I could have possibly had. What made this extra special was that our parents, grandparents, and all of my bridesmaids were there to witness it."

RUNWAY READY

THE CARLU's grand 130-ft long foyer was the location for the runway-inspired ceremony that reflected the couple's appreciation for fashion.

Gisele Sterling of **NOUS DESIGN GROUP** provided the floral and decor for the wedding. Joella and Jason exchanged vows under an extraordinary, 10-ft tall plexiglass chuppah, which was accented with Dendrobium orchids. Pillar candles

were placed inside the roof of the transparent chuppah, which created a glowing, twinkling effect. Gisele used amaryllis, known as a winter flower, along with roses and tulips in the floral designs to elevate the concept of a winter-to-spring transition. **THE UNIVERSAL BOOGIE BAND** performed hits such as "If I Ain't Got You" by Alicia Keys during the procession.



Bridesmaids wore dresses in blush and neutral-hued tones of their own choice from designers such as Tome, Zimmerman, BCBG, twobirds Bridesmaid, Monique Lhuillier, and Amsale.



The couple had a Biltong Bar setup by **THE TABLE MOUNTAIN CURING CO.** during the cocktail hour in honour of the bride's South African background. It included various flavours of Biltong, a South African cured meat, presented in glass jars.





A custom white seating chart was designed by **FERRIS WHEEL PRESS** and printed in vinyl by **EVENT GRAFFITI**.



Personalized menus were presented in a pearlized cream envelope with the couple's names printed in gold, designed by **FERRIS WHEEL PRESS**. Table numbers were printed with a champagne-coloured floral design and the back of each one included their wedding hashtag.



A dinner reception followed in the Concert Hall of **THE CARLU**. The couple envisioned an all-white reception, with subtle hints of gold and sparkle that would strike a balance between modern and classic, yet still feel warm and romantic, echoing the feeling of the end of winter and the beginning of spring.



EVENT GRAFFITI designed the dance floor and bar decals.



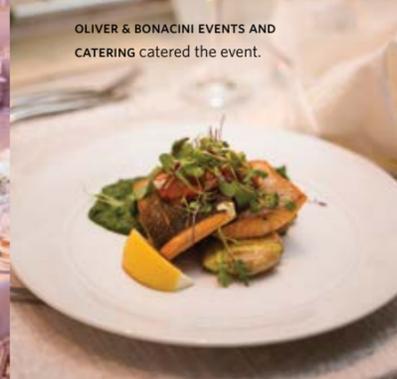
Lasercut butterflies, purchased from **ETSY**, dressed the top of each champagne glass.



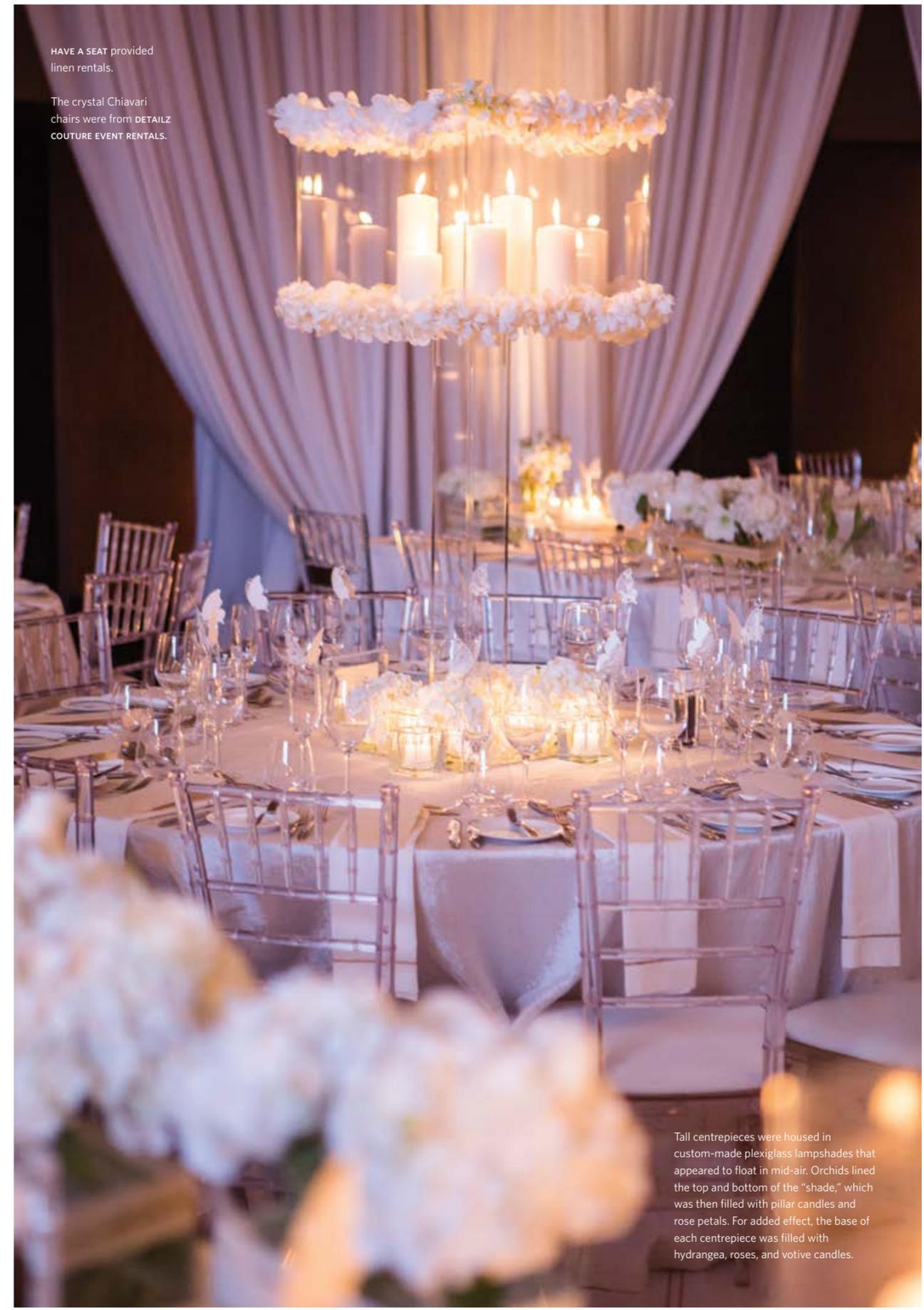
“My absolute dream was to have a ‘starry sky’ at our wedding reception. Although this was difficult to execute, **Nous Design Group** exceeded anything I could have imagined or anything I had ever seen before! It was truly the focal point of the room. When I walked in and saw it for the first time, I was speechless.” —**JOELLA**

The room's walls were draped by **ENZO MERCURI DESIGNS**. **AVINDUSTRIES** provided lighting and **AV** and **FREEMAN AUDIO VISUAL** draped the ceiling.

The couple's head table featured a series of long, low plexiglass troughs wrapped with champagne ribbon, gold cord, and filled with white bunches of blooms. Plexiglass containers with candles were placed in between to create additional ambient lighting.



OLIVER & BONACINI EVENTS AND CATERING catered the event.



HAVE A SEAT provided linen rentals.

The crystal Chiavari chairs were from **DETAILZ COUTURE EVENT RENTALS**.

Tall centerpieces were housed in custom-made plexiglass lampshades that appeared to float in mid-air. Orchids lined the top and bottom of the “shade,” which was then filled with pillar candles and rose petals. For added effect, the base of each centerpiece was filled with hydrangea, roses, and votive candles.



END NOTES

The couple's joint love of footwear inspired their candy table. "Anyone who knows us knows that shoes are our thing," explains Joella. With this in mind, event planner Melissa came up with a candy table design that was inspired by their favourite pairs of shoes. Trays filled with colourful sweets were placed across the table, artfully arranged alongside Joella and Jason's favourite shoes! At the centre of the table was a cream and gold macaron tower from **BOBBETTE & BELLE**. Guests were able to scoop the candy from **JOHN VINCE FOODS** into bags designed and printed at **FORYOURPARTY.COM** with "Betcha can't just eat Uno," inspired by Jason's nickname "Uno Uno" (his prized jersey number).

The couple also had a photo booth from **PARTY IMPRESSIONS**, a cotton candy cart by **FANCY PUFFS**, and a late-night food delivery from **MCDONALDS**. Ballet slippers were provided as dancing shoes from **LIGHTINTHEBOX.COM**.

UNIVERSAL BOOGIE BAND provided a 13-piece band before a DJ from **MAGEN BOYS ENTERTAINMENT** took over and played hits for the rest of the night. A same-day edit video produced by **FRESHSOX** was screened at midnight for everyone to watch a recap of the day. "The video perfectly captured the emotion and fun we were feeling and having that day," the newlyweds share.

The couple followed the wedding with a honeymoon vacationing through Hawaii, visiting Honolulu, Maui, and Kona.

Rachel Kaizer and Erin Rabie of **E&R SWEETERY** created a five-tier cake featuring gold pearl trim and a sugar ruffle base.



After Jason's speech, the couple broke into an intricately choreographed first dance to "I've Had the Time of My Life" from the film *Dirty Dancing*, to the delight of the crowd.



ikonica ABOUT THE PHOTOGRAPHER Ikonica

As involved observers, Ikonica's approach to documenting weddings invites events to unfold with naturalness, freedom and spontaneity. Far more than images which merely record, our photographs are a testament to the emotional richness of the day and all its unique moments of tenderness, exhilaration and joy.

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