

TRAVEL AND HOSPITALITY

## Four Seasons Macau gathers newly engaged for wedding planning bootcamp

July 19, 2016



*Four Seasons Macau Wedding University*

By STAFF REPORTS

Four Seasons Hotel Macau, Cotai Strip is helping brides- and grooms-to-be plan their nuptials with an upcoming Wedding University.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

During the half-day program on Aug. 13, couples will be able to consult experts about everything from beauty and wedding fashion to Chinese ceremony customs and etiquette. For this fourth annual event, the hotel has expanded the offerings, giving a fuller overview of the wedding planning process.

### Wedding planner

On-hand at the Four Seasons will be Madam Kun, an expert on Chinese wedding customs, who will discuss etiquette and ceremony traditions for the big day.

Participants will also get the lowdown on stone selection and jewelry trends from a Van Cleef & Arpels diamond specialist.

Makeup artists from Duty Free Shop will demonstrate techniques and help brides devise their wedding day beauty looks. Providing a global perspective, these certified artists have worked in places such as New York, Taiwan, Hong Kong and Macau.

Traditional Chinese wedding gowns will be on display along with Western styles. The three firms represented include a local wedding dressmaker specializing in custom gowns.



## *Four Seasons Macau Wedding University*

Three local venue dcor companies will each stage a mockup of a design concept, giving ideas for color schemes.

"We are excited to bring Wedding University back with more comprehensive information and tips than ever, providing couples with the key components of luxury wedding planning," says Carolina Lemos, director of catering and conference services, Four Seasons Hotel Macau, in a statement. "In addition to covering budgeting, action plans, timelines, banquet menu design and wine pairing and venue selection, students can learn more from first-hand interaction with seasoned wedding planning professionals."

Hosting this event aimed at locals may spur some ballroom bookings for the big day.

Other luxury chains have found ways to cater to couples, creating packages and campaigns focused on wedding preparedness.

Mandarin Oriental, Atlanta is helping newlyweds ensure their special day is as good as they have always dreamed.

All year long, the hotel will offer the Ready to Wed package, priced from \$1,200 for two nights, to give brides and grooms access to the best in styling and clothing. Going above and beyond in making wedding preparations a memorable experience is exemplar of the great service clients expect from high-end hotels ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.