



**CHARM DE SILVA**  
Magical Moments



*Planners should be forward thinking and able to identify any potential hiccups, and either bring them to your attention well before they become an issue or deal with them in the moment - Charm*

#### HOW DID IT ALL START?

Wedding planning and styling has always been my dream. I founded Magical Moments after leaving the apparel industry, where I worked my way up the ladder for a decade and a half at the local apparel powerhouse Brandix. While some may like the safety a 9-5 job brings, I always wanted to strive for more. Hence I left behind a flourishing career to pursue this lifelong dream. What I do now is less a job and more a passion, though I continue to combine that with integrity and my experience in the corporate world, to offer services that are both personalized and professional. This was, is and always will be the foundation upon which my services are built on.

#### WHAT IS YOUR SCOPE?

Over the past nine years I have guided Magical Moments' meteoric rise to lead the industry in styling and planning bespoke local premium weddings and destination weddings. I have carved a name for myself as a premier wedding planner of Sri Lanka and am hailed as a top industry player for creativity and ingenuity in curating one-of-a-kind weddings to the point where I am privileged to have my work showcased internationally in publications such as Martha Stewart Weddings magazine.

My forte in wedding and event planning lies in knitting together my client's delicate ideas and weaving them into a unique, original one of a kind event. I am a perfectionist, and pride myself on my keen attention-to-detail. Be it a beach wedding for 50 guests or a grand ballroom one with 1000, I have the expertise and experience to turn my client's dreams into reality. It is a privilege and an honor to be entrusted with crafting what for many is the most important day of their life filled with their most treasured memories.

#### WHAT'S UNIQUE ABOUT WHAT YOU OFFER?

The term 'Wedding Planner' is a misnomer in describing what we do. In addition to the promise of impeccable coordination and planning services, I also personally design and style my weddings to match my client's desires. Traditionally in Sri Lanka, this is mostly done by the florist. I create a holistic vision for each of my events, encompassing all aspects of the décor, food and entertainment, to craft the fairy-tale weddings my clients dream of. This includes multiple site visits, multiple sketches, a very detailed styling proposal and hours of back-and-forth discussions with our vendors. We go above and beyond to give our clients an event that will be talked about for years to come.

There are no shortcuts to quality when working with me; my impeccable attention to detail and strict work ethic is one that has spearheaded my team to strive for excellence. This is why my portfolio is a cut above the rest, and why I have several clients who are now more like family!

#### IN YOUR OPINION, WHAT SHOULD COUPLES LOOK FOR OR EXPECT FROM A WEDDING PLANNER?

Organizational skills, communication skills, attention to detail, experience, level of service, personality and trust. Wedding planners are able to work to ensure every aspect of your wedding is amazing, but they each have their own skill set that they bring to the table whether it be the visuals of the wedding or the food. The couple needs to ensure that it matches what they are looking for.

There are advantages of having a specialized person to plan the intricate details. Having a good wedding planner will leave you and your family stress-free to enjoy your special day. The only thing that should be on your agenda is to have fun and live in the moment! Everything else should be left in the hands of a planner that you trust. They will manage the service vendors on your behalf ensuring the final product matches your expectations.

We start the planning process months in advance, helping you prioritize what to spend on and advising on which vendors are most suitable for your design and budgetary requirements. As your event is styled completely in-house, all you need to worry about helping us understand your vision; once things are finalized, we will handle the delegation and communication to vendors. We will also help you navigate the legal and admin restrictions that have arisen as part of the pandemic.

#### WHAT ARE SOME OF THE MEMORABLE MOMENTS YOU WOULD LIKE TO SHARE WITH US?

Our pièce de resistance is a four-day ceremony at numerous locations on the southern coast, including a private island and a mountain villa overlooking the Indian Ocean. I would need a whole page to describe how amazing it was to style that wedding. Booking a steam train for the wedding party to travel in, custom-building a single table for 120 people which snaked from one end of the property to the other and organizing a special multi-national dining experience with mobile catering from a 5-star boutique hotel are just a few of the talking points. I have also had the opportunity to turn the Shangri-La ballroom into a pseudo-botanical garden for a client who wanted to be immersed in nature.

By far though the best part of this job is the people I meet, both from here and from around the globe. It is not uncommon for my clients to become friends over the months, and sometimes years, it takes to plan their dream wedding. ■