



Making a wedding in a breathtaking landscape even more special – with professional advice

Switzerland might be small, but it has the greatest variety of fantastic wedding locations. Claudia Easton and Marlene Haberer have turned their passion for weddings into a profession, when they founded Zurich-based cm weddings. As experts they are convinced that individuality and creativity are key ingredients for a special wedding.

TEXT: JESSICA HOLZHAUSEN

Cities like Bern or Zurich with their cultural life, small villages high up in the mountains, snow-covered peaks and green meadows, glistening blue lakes and sharp rocks, high-class luxury hotels and rustic lodges are all great locations, but what does the perfect Swiss wedding really look like? "Since every couple is special, it is important for us to mirror the couple and their personality," says Claudia Easton. No matter if it is an outdoor wedding in a majestic park or a rustic party in an Alpine hut.

Claudia Easton and Marlene Haberer are very passionate about their job. "Working as wedding planners gives us the

opportunity to make two people's special day even more beautiful," says Claudia Easton. And Marlene Haberer adds: "It allows us to put our creativity to practical use and at the same time make people smile. It is our greatest reward when the newlyweds say goodbye with shining eyes and happy faces."

Of course there are always wedding trends. "Boho weddings for example," says Marlene Haberer. "When the weather is right the celebrations take place outside and dinner is set at a long wooden table. Food is local and organic and if possible served from a food truck.

For the decoration, vibrant colours and gemstones are key." Others like it a bit more sparkly and choose gold, silver or copper as main colours featured in their glittering wedding theme.

"Of course one can take inspiration from that, but when we know in which direction we are heading, it is important not to make a simple copy but let something individual arise," says Marlene Haberer. "Authenticity is key to success." And having the right wedding planner not only helps creating the perfect surroundings and decoration, it also makes planning far less stressful for the couple who can simply enjoy the result. Wedding planners like Claudia Easton and Marlene Haberer have a better overview of the market and costs – they can save couples a great deal of money and trouble, working together with trustworthy service providers.

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Middle: Photo: © Jennifer März Fotografie
Top: Claudia Easton (left) and Marlene Haberer (right). Photo: © Mara Truog
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