

Aber Ever After Events

your wedding, your way

You deserve to have the wedding you want, on your terms—we can help.

Dana Aber-Torres

calm, steady, & at the ready

New York, NY

917-557-0397



Everything Emerald \$1600

Complete tip-toe coordinating and wedding planning, working with you to understand your visions and how they work within the construct of your venue, and your budget. Planning requires a large amount of coordination, from the big choices to the small (and equally important) details. Services include: cocktails and a chat to hear your wildest wedding wishes, researching and discussing vendors, potential venue visitation, assisting in choice-making (this gets harder as it gets closer to the wedding, often!), creating wedding favors, sourcing wedding deco, DIY assistance, family wrangling, invitation verbiage and etiquette, and a whole lot else. Hand-holding, fun brainstorming, anxiety-diffusing, the works. Think of this as hiring your 'wedding bestie', intent on keeping you on your timeline and on your budget, whose only goal is to help you create the celebration of your deepest wishes.

Semi-Sapphire \$1200

Perhaps you aren't keen on an all-the-way-annie, because you already have a firm concept for your event! Even the most creative among us can often use some semi-assistance. Maybe you're starting to feel overwhelmed, or are worried about running out of time, or are hoping for some patient distance as you sort through your thoughts. This level of involvement keeps me just a phone call or text or email away, 24-7, as a sounding board and a neutral opinion. Sometimes, those closest to us are, ahem, 'too' close to help us make delicate decisions, or 'trust that you'll make the right choice', or 'just want you to be happy'. And sometimes, you really need someone you can trust, who has *your* vision in mind, to offer a new suggestion or play out an idea and help guide you to the right decision for YOU. It's your day, I can help. Services include: much of the Emerald level, but less ... all-the-way; we can discuss how best I can assist you at this stage of your process.

Day-Of Diamond \$800

"Day of Coordination" technically requires about 1-month of actual in-person coordination: 2-3 meetings where you can share with me your entire plan along with your ideal flow of the day, a site-visit, day-of assisting, and potential set-up and breakdown. This level is great for couples who would like a stand-in boss, a stage-manager, a wedding assistant, a trusted aide to manage the whole day so that they can go get married and not worry about anything else. You can trust that you can pour out the entire contents of your planning into my big capable brain—I'll function as you, for you both, managing the minutiae of the day, handling last-minute stresses and minor dramas, so they never come near you during your special day.

Real-Talk Ruby \$550

This is a great choice if you are really, really ready to hand me a 'Go Book' in one meeting, complete with your floor plan, seating chart, illustration/mockup for gift setup or wedding deco, vendor contracts, and list of vendors' names to coordinate with. As the point-person for your day, I will have your back! but the pregame setup will fall completely on your shoulders. Real-Talk Ruby is doable, especially if this is your standard modus operandi, however even the most savvy planners are prone to miss SOMETHING without a little extra time talking things through with your planner—that's the real talk, though!

Let's Chat

I really like this kind of planning, and together we can make this process enjoyable for *everyone*. I'm 100% confident we can find a solution to give you the support you need, to the level that makes you comfortable. Let's discuss what level of involvement you feel you're looking for to achieve your perfect event. My whole goal is to remove stress from you, but chances are, we'll even have a heck of a lot of fun!