

LA LA WED

LaLaWed worldwide



**Finland
Italy
England
Spain
France
Croatia**

**In which country
to celebrate the
wedding and who
will help to orga-
nize it?**



2984-2190



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CROATIA

Summer is the time for holidays, and this summer I visited Croatia. I fell in love with it. During my vacation, I saw many local weddings. At one hotel where I stayed with my family, a local couple was getting married that very day. After returning home, I decided that I wanted to interview a Croatian wedding planner. So here it is. I interviewed Olga Soshnikova-Jerčić, a Croatian wedding planner from Croatian-Wedding.

Alena La: Can you tell us a little about yourself and how you got into the wedding planning business?

Olga: It's an interesting story. In 2010, I was about to get married in Croatia, in Istria. There was only one wedding planner at the time, and their services were very expensive, which didn't fit into our budget. So, I decided to organize everything myself. I started a blog on a Russian-language forum, where I shared my wedding planning process and talked about Croatia. Through my blog, I got my first clients. Here's a fun fact: the friend of the bride, who was the photographer at their wedding, was an unknown photographer back then – Daniil Kordan – and now he's very famous.

That's how it all started. When I was planning my first weddings, I was in the final stages of pregnancy. After giving birth, the next wedding was already lined up through a recommendation from the first couple. That's how it continues – couples recommend me to their friends. At the moment, wedding planning isn't my full-time job (the pandemic had an impact on that), so I can choose only the most interesting weddings. I currently take a maximum of 10–15 couples per year, and they are usually small, intimate events.

Alena La: What is your favorite part of a wedding celebration?

Olga: The moment when the dancing starts. When everyone is relaxed and enjoying the celebration.

Alena La: What has been the most memorable wedding you've organized?

Olga: It was a wedding for an English couple with a very large budget. Three minutes before the fireworks were supposed to begin, which were to take place over the sea, the pyrotechnician stepped on the wrong platform, where all the fireworks were stored, and they sank into the water.

Alena La: What was the best part of that situation?

Olga: The fact that we managed to organize a new fireworks display in just 25 minutes. We got new fireworks and delivered them to the platform. It was unforgettable, but a very stressful experience.

Alena La: Has anything dramatic ever happened at a wedding?

Olga: I just told you about one dramatic event. At the same wedding, the groom's best friend disappeared for four hours. He was found in the early morning, naked, lying on a sleeping mat outside his room's door.

Alena La: This summer, we visited Pula and went to the Pula Arena. We saw wedding preparations there on a Friday evening. Have you ever organized a wedding there?

Olga: Yes, I've organized several weddings at the Pula Arena. It's important to remember that Pula Arena is a historic site, so you need to get permission for any events and pay a reservation fee. We have organized wedding ceremonies there. Also, for the wedding couples, entry to the Arena is free on their wedding day.

Wedding Planner



Photo: V&B Cinematography

Alena La: What should you pay attention to when organizing a wedding at the Arena?

Olga: You should book the date well in advance. It's also important to remember that the Arena only provides the location – all tables, chairs, etc. need to be rented separately. Since it's an outdoor venue, it's crucial to prepare for the weather and consider renting a marquee.

Alena La: How much can such a wedding cost?

Olga: The rental of the Arena alone can cost between 25,000 and 50,000 euros, depending on the season.

Alena La: On our trip, we saw wedding parties in front of churches in Zadar and Pula, and there was

always an accordion player. Is this a special Croatian wedding tradition?

Olga: Yes, the “harmonikaš,” or accordion player, is very common at Croatian weddings. Accordion players are highly regarded and are often booked a year in advance.

Alena La: What's the most surprising Croatian wedding tradition you've experienced?

Olga: I've only attended Croatian weddings as a guest, and they resemble Russian weddings a lot. Religious ceremonies are very common, and in Croatia, they are just as significant as civil weddings. One tradition is lighting and waving torches with Croatian flags, accompanied by accordion music.

Alena La: What do Croatian couples focus on the most when planning their weddings?

Olga: The budget. Most try to save money, even if it affects the quality of the celebration. Only the wealthiest couples hire wedding planners; most handle the arrangements themselves with help from family and friends.

Alena La: Is it common to hire a wedding coordinator at Croatian weddings?

Olga: Not usually. Instead, a singer is hired, who also acts as the master of ceremonies.

Alena La: How has the pandemic affected your work?

Olga: During the pandemic, I had several cancellations, which led to financial difficulties. I was worried that the industry wouldn't survive because of it. On the other hand, it also opened up new opportunities, such as organizing weddings for multicultural couples who were separated because of the pandemic.

Alena La: How do you plan to continue in the industry?

Olga: I've been working as a real estate agent for the last three years, but I still organize a few weddings a year.

Alena La: Is there anything special that Finnish couples should pay attention to if they want to organize their wedding in Croatia?

Olga: Since Finland and Croatia are both EU countries, there are no specific legal obstacles. The weather conditions are generally favorable, so the date is usually not an issue. I'm organizing and acting as the master of ceremonies for a wedding on Rovinj Island on September 21st for a Finnish-Australian couple.

Alena La: Thank you, Olga, for this interview. It was very interesting to hear about wedding arrangements in Croatia.



Photo: V&B Cinematography

Photographer

In this issue, we have many interviews from around Europe. Included are wedding planners, bridal boutiques, and musicians. Now, you'll have the pleasure of reading an enchanting interview with a photographer couple. We are pleased to present to you:

V&B Cinematography Viktorija & Bosko.

LaLaWed: Can you tell us about yourselves and how long you have been doing this?

V&B: We are a husband-and-wife duo, the heart and soul behind V&B Cinematography. With each click of the shutter and every frame we capture, we pour our love for each other into our work, allowing our clients to feel the genuine emotions of their special moments. Our journey together has made us not only travel partners but also a dream team that thrives on exploring adventurous and breathtaking destinations.

What sets us apart is our unwavering passion for storytelling. We believe that every couple has a unique narrative, and we strive to capture the intimate details and raw emotions that make their journey extraordinary. By blending our talents in photography and videography, we create timeless, cinematic experiences that resonate deeply with our clients, transforming fleeting moments into cherished memories that last a lifetime. We are committed to celebrating love, adventure, and the beauty of every new destination we encounter.

LaLaWed: What do you consider your signature style, and how do you adapt it to suit different clients?

V&B: Our signature style intertwines documentary storytelling with a keen focus on emotions and spontaneous moments. We believe that every client's story is unique, so we take the time to understand their vision and preferences. We ensure that personal narratives and intimate moments shine through in every shot, making each couple's personality evident.

LaLaWed: How do you manage multiple weddings during the busy season while maintaining the quality of your work?

V&B: During the busy wedding season, we prioritize quality over quantity. We carefully plan our schedule to ensure that each wedding receives the attention it deserves. By limiting the number of weddings we take on, we can dedicate our heart and creativity to each one, ensuring an unforgettable experience for every couple without compromising the quality of our work.

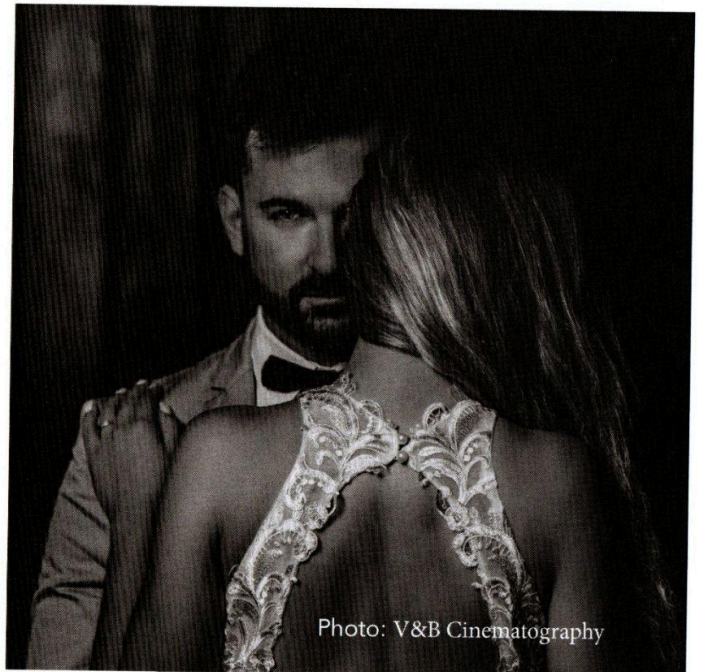


Photo: V&B Cinematography

LaLaWed: What inspired you to become wedding photographers/videographers?

V&B: Our journey into wedding photography and videography has been fueled by passion, creativity, and a deep appreciation for love stories. The flexible and dynamic nature of this work allows us to capture unique moments as they unfold, making each event a fresh canvas for our artistic expression. Witnessing the joy and commitment between couples inspires us to put our hearts into every frame, preserving these cherished memories for a lifetime. It's not just about the images or footage; it's about celebrating love in all its beautiful forms.

LaLaWed: Can you share a memorable or unique wedding you've attended?

V&B: That's a tough question because every wedding is memorable and unique in its own way.

LaLaWed: You've told us that you have worked in Finland before. How did you like it?

V&B: Our experience working in Finland has been enchanting. The stunning beauty of winter, with its pristine snow-covered landscapes and the magical glow of the aurora borealis, creates a breathtaking backdrop for weddings. Unlike Mediterranean celebrations, Finnish winter weddings have a unique charm that captivates everyone in attendance.

LaLaWed: Who inspires you in your work?

V&B: Everyone and everything around us. Sometimes a small gesture from a grandmother or the cry of a child can be an inspiration.

LaLaWed: Do you have an "idol" photographer?

V&B: Absolutely! We admire Peter McKinnon, John Branch, and videographer Peter Lindgren.

LaLaWed: What about trends? Do you follow any of them?

V&B: Photography and videography trends continue to evolve with technology and changing tastes. We follow creators like John Branch and Peter Lindgren for fresh ideas and inspiration. Some trends we incorporate include direct flash, disposable camera effects, documentary wedding photography, and blurred action shots. In videography, the cinematic and documentary style remains our favorite and is, in our opinion, timeless.

LaLaWed: A few words for our readers.

V&B: To our readers and future newlyweds, remember that the journey of love is a beautiful adventure filled with growth, understanding, and joy. Cherish each moment, communicate openly, and nurture kindness in your relationship. As you start this new chapter together, may your bond deepen, your laughter grow, and your love shine brighter. Embrace the journey—it's just the beginning of a wonderful story!



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