

THE AISLE GUIDE PRESENTS

THE AISLE LAUNCH PARTY

A Bespoke Wedding Experience Hosted
at The Guild Hotel



THE AISLE LAUNCH PARTY MEDIA KIT





"Demand for weddings is expected to remain robust into 2023, giving the economy a jolt of spending."

- Ilana Panich-Linsman

for The New York Times



Photographer: Lucy Munoz

A BESPOKE BRIDAL EXPERIENCE

in the heart of Downtown San Diego

Join us for an evening at The Guild Hotel to celebrate the launch of The Aisle—an elevated, modern, and bespoke wedding magazine curated by The Aisle Guide.

This unique and exclusive experience will bring together aspiring marriers, engaged couples, vendors, and brands to kick off 2022, celebrate the wedding and event industry, and embrace the movement to modernize print in the wedding space.

DETAILS

Date: Thursday, January 27th, 2022

Time: 6-9 p.m.

Attendance: Approx. 250-300 guests

Admission: Free

[CLICK HERE TO RSVP](#)



THE AISLE

WEDDINGS, INSPIRATION, & ADVICE FROM THE AISLE GUIDE

VOL. 01 / JAN '22

COASTAL CALLING: AN ELOPEMENT BY THE SEA / FIND YOUR PERFECT DRESS WITH BHLDN
TOP 3 HONEYMOON DESTINATIONS FOR 2022

—
There's a renaissance of demand for truly bespoke experiences, and art-forward magazines are one of those experiences making a comeback.

Enter ***The Aisle***.

Introducing The Aisle, an elevated, modern, and bespoke wedding magazine curated by The Aisle Guide.

Shedding the format, design, and structure of the traditional wedding magazine, The Aisle's chic and elegant aesthetic aligns our reader's individual style with their wildest dreams.

The Aisle was designed to spark inspiration, deliver practical planning tips and advice, and connect aspiring marriers to the tastemakers, influential brands, and wedding professionals who will bring your dream event to life.

[CLICK HERE TO RESERVE A COMPLIMENTARY COPY!](#)

The Aisle will be thoughtfully distributed in key markets across the U.S. through BHLDN retail stores, Generation Tux orders, direct mail, strategic partnerships, and specialty events that target wedding & event consumers.



The Venue

The Guild Hotel

**Iconic venue for events, meetings,
& history-making moments.**

The Guild Hotel is a reimagination of the historic Armed Services Building with a rich YMCA history in the heart of downtown San Diego.

Their special event and meeting spaces honor the building's architectural gems. From the iconic character of the Grace Ballroom to the elegance of the Society Ballroom; from the Grace Garden's breathtaking urban oasis to the chic lounge that takes you back to the roaring '20s, The Guild Hotel's venue spaces provide the perfect blank canvas for your creativity and talent waiting to be showcased.

[CLICK HERE TO VIEW MORE DETAILS ON THE GUILD HOTEL](#)



THE GUILD
HOTEL





At a Glance

Our Guest List

There are more than 2.4 million weddings in the U.S. annually.

The Aisle connects influencers, tastemakers, brands, and wedding professionals to the \$100B domestic wedding market.

Our readers are more inclined to spend on the things they want and need to create their wedding story and generate once-in-a-lifetime moments for themselves, their families, and their friends

The average event budget of
The Aisle Guide consumer
(3x the national avg. of \$28k)

\$64k

88% of wedding planning related purchases are done online



131

Average number of wedding guests



32

Average age of couples



15 months

Average time couples spend planning their wedding



41 %

Have traveled outside the U.S. together



Photographer: Lucy Munoz



Brand Partners

BHLDN

Generation Tux

Kasia Jewelry

Minted

Gloria Ferrer

Chareau

Corner Creek Bourbon

BBJ Linens

Planning & Decor Team

To Be Designed San Diego

Jill Ziska, Owner & Creative Director

Forever Refined Events

Suher Haidar, Owner & Lead Planner

Serendipity Events

Laura Schwandt, Owner & Designer

Simply Gorgeous Events

Kayla Teague, Owner & Senior Planner

Type A Soriée

Veronica Carr, Owner & Coordinator



Photographer: Lucy Munoz



The Grace Ballroom

The Guild Hotel's iconic YMCA gymnasium reimagined



The exquisite Grace Ballroom celebrates the rich history of the original building—the perfect marriage of modernism and history. Floor-to-ceiling windows fill the reimagined basketball court into the most elegant venue in the city.

FEATURED ACTIVATIONS

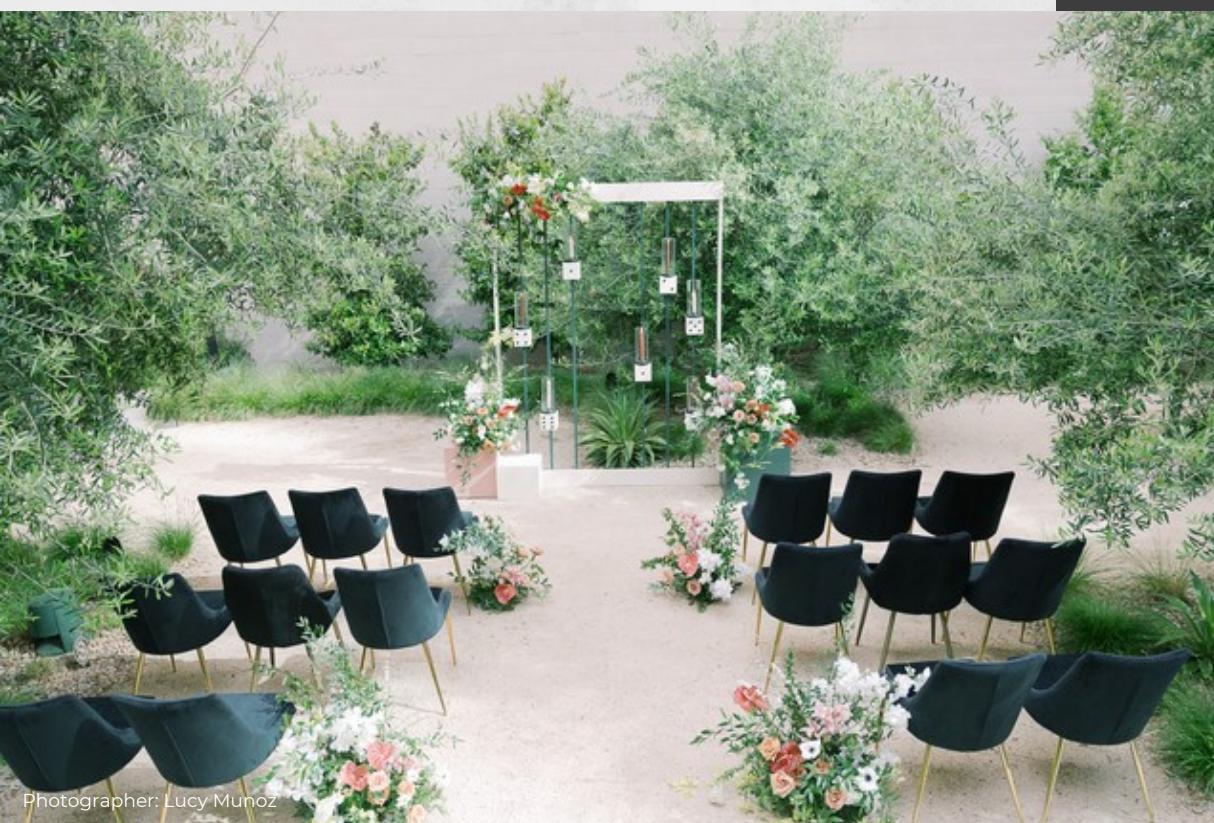
- Ballroom dining vignettes
- Tasting plates from The Guild Hotel
- Reception dinner displays
- Photo moments

Designed by the Planning & Decor Team



The Grace Garden

Downtown's only urban garden at The Guild Hotel



Under the iconic YMCA sign, you'll find a garden space that accommodates up to 300 guests. The Terrace, landscaped with succulents, olive, and Carolina laurel cherry trees boasts a mosaic "carpet-like" brick terrace design.

FEATURED ACTIVATIONS

- Stunning wedding ceremony vignette
- Lounge seating
- Refreshments from The Guild Bar
- Sweet treats and desserts
- Cocktail hour with Chareau Liqueur
- Wedding reception entertainment

Designed by the Planning & Decor Team



The Society Ballroom

A YMCA pool reimagined into complete ballroom elegance at The Guild Hotel



Once the pool of the YMCA, this elegant ballroom is now graced with curated black and white artwork, mirrored uplit window style alcoves, plush silver-tone carpet styled as moving waters, and floor to ceiling white drapes.

FEATURED ACTIVATIONS

The Aisle Lounge

Style & Sip with BHLDN, Kasia Jewelry, and Gloria Ferrer Vineyards

- Exclusive first look and styling of BHLDN's new bridal collection for 2022
- Personalized try-on experience with Kasia Jewelry's collection of refined fine jewelry
- Champagne tasting from Gloria Ferrer
- Lounging and glam bar

Tuxes & Tastings with Generation Tux and Corner Creek Bourbon

- Custom suit and tuxedo styling with Generation Tux
- Whisky tastings with Corner Creek Bourbon
- Lounging, games, and more

Designed by the Planning & Decor Team



The Guild Bar & Lounge

*Expertly-crafted cocktails, wine, & local beer
by The Guild Hotel*



Rich velvet furnishings, elegant marble tabletops, and a custom-milled bar countertop highlight this beautiful lounge which is flanked on one side by the historic Luca Courtyard and the other by the unique urban oasis of the Grace Garden, with direct access to the Grace Ballroom.

FEATURED ACTIVATIONS

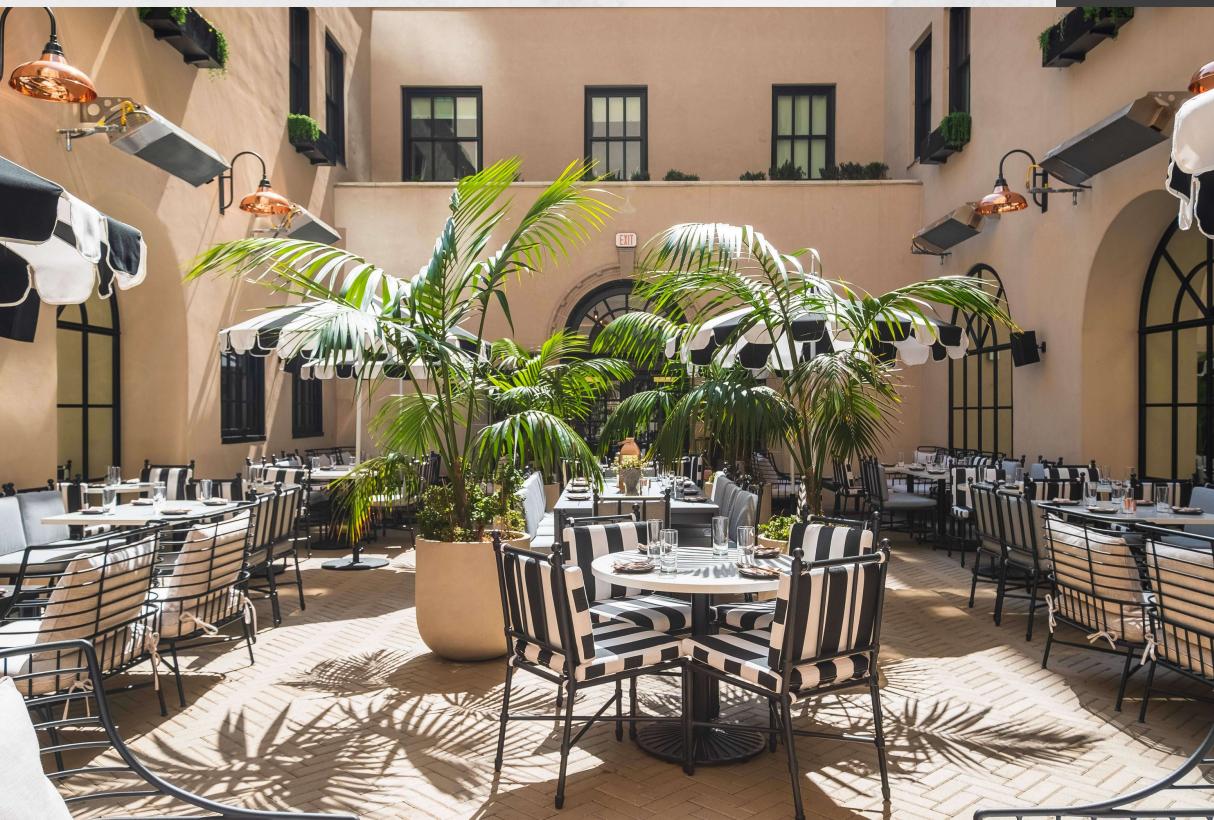
- Event guest registration
- Welcome champagne by Gloria Ferrer
- Cocktail hour hosted by The Guild Bar
- The Aisle Magazine showcase & lounge present by The Aisle Guide
- The Aisle Launch Party photo moment

Designed by the Planning & Decor Team



The Luca Courtyard

*A chic urban oasis for intimate gatherings
at The Guild Hotel*



Enjoy this private outdoor space while sipping your favorite drink from The Guild Bar. The chic black and white furnishings and lush tropical aesthetic come together to create the perfect urban oasis, ideal for an intimate reception, rehearsal dinner, cocktail hour, or ceremony.

FEATURED ACTIVATIONS

- Intimate rehearsal dinner vignette
- Hors d'oeuvres from The Guild Hotel
- Lounge seating and photo moments

Designed by the Planning & Decor Team



Thank you to our

Partners & Sponsors

THE
AISLE
GUIDE



THE GUILD
HOTEL

AISLE
PLANNER

BHLDN



chareau
ALOE LIQUEUR

KASÍA
JEWELRY

generation
tux

minted.

KATALYST

CORNER CREEK
KENTUCKY STRAIGHT BOURBON WHISKEY





Thank you to our

Planning & Decor Team



Type A Soirée
PLANNING & DESIGN



forever
REFINED
EVENTS

BBJ
BBJ LINEN | LA TAVOLA
FINE LINEN RENTAL

SIMPLY
gorgeous
EVENTS





Contact Us

Say hello—we can't wait to see you there!



GENERAL INQUIRIES

hello@theaisleguide.com

EVENT DETAILS & VENDOR OPPORTUNITIES

ashley@aisleplanner.com

BRAND & PARTNERSHIP OPPORTUNITIES

lanette@aisleplanner.com

SUBMISSIONS & EDITORIAL OPPORTUNITIES

emily@aisleplanner.com

AD INQUIRIES & OPPORTUNITIES

trevor@aisleplanner.com