

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





## 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.

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### DETAILS

**Date:** Thursday, January 27th, 2022

**Time:** 6-9 p.m.

**Attendance:** Approx. 250-300 guests

**Admission:** Free

[CLICK HERE TO RSVP](#)



Photographer: Lucy Munoz





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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 BHLN 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

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BHLDN  
Generation Tux  
Kasia Jewelry  
Minted  
Gloria Ferrer  
Chateau  
Corner Creek Bourbon  
BBJ Linens

## Planning & Decor Team

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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 reimaged*

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 reimaged 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.



Photographer: Lucy Munoz

## FEATURED ACTIVATIONS

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

*Designed by the Planning & Decor Team*





# The Society Ballroom

*A YMCA pool reimaged 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

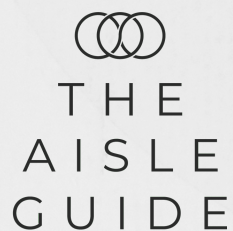
*Designed by the Planning & Decor Team*





# Thank you to our *Partners & Sponsors*

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# Thank you to our *Planning & Decor Team*



Type A Soiree  
PLANNING & DESIGN



fre | FOREVER  
REFINED  
EVENTS



LA TAVOLA  
FINE LINEN RENTAL

SIMPLY  
*gorgeous*  
EVENTS







# Contact Us

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



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