



Wedding Story Writer

CREATING LEGACIES



Photo Credit: Holly Von Lanken Photography

2018 MEDIA KIT



COMPANY PROFILE

Founded in 2011, Wedding Story Writer is the first company in the world to offer wedding stories within the gilded pages of fairytale books. Founder Michelle McMurray de Luces has forged a unique path in the wedding industry. For the past six years, Michelle and her husband Erick Luces have been known worldwide for attending weddings, and whilst there writing legacy wedding stories, later to create hand-bound books to read and treasure for all time. Michelle has written wedding stories for over 15 years but has been obsessed with wedding fashion since age four.

The duo designed their first vow book in 2001, creating something unique and usable for their own wedding. Today, they create custom designs, as well as pieces from their Signature Collection, including vow books, welcome books, poetry books, love story invitation booklets, and boxes. Each book is made using archival materials and acid-free paper products, hand-cut and created in Cary, North Carolina by the Wedding Story Writer team and overseen by Michelle herself. They pride themselves on offering a highly flexible product encompassing each

bride's individuality while providing exceptional customer service, knowing each individual bride's name.

Michelle and Erick have dedicated themselves to creating heirloom books with uncompromising quality and attention to detail. Michelle understands what brides want, sometimes before they do, having researched wedding trends her entire life. While Michelle foresees wedding trends in colors and styles, Erick focuses on precision and balance when it comes to book design. Between the two of them, they spend hours every week designing and creating heirloom keepsakes for their clients worldwide.

Wedding stories start at \$7,200. Vow books start at \$300.

For further information, please contact:

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BLOGS

WedLuxe Magazine

White Magazine

Magnolia Rouge

Style Me Pretty

100 Layer Cake

Once Wed

Southern California Bride

Martha Stewart Weddings

Joy Wed

The Perfect Palette

Strictly Weddings

Coastal Bride

Wedding Sparrow

MAGAZINES

The Knot

Flutter

Dear Gray

Trendy Bride

Utterly Engaged

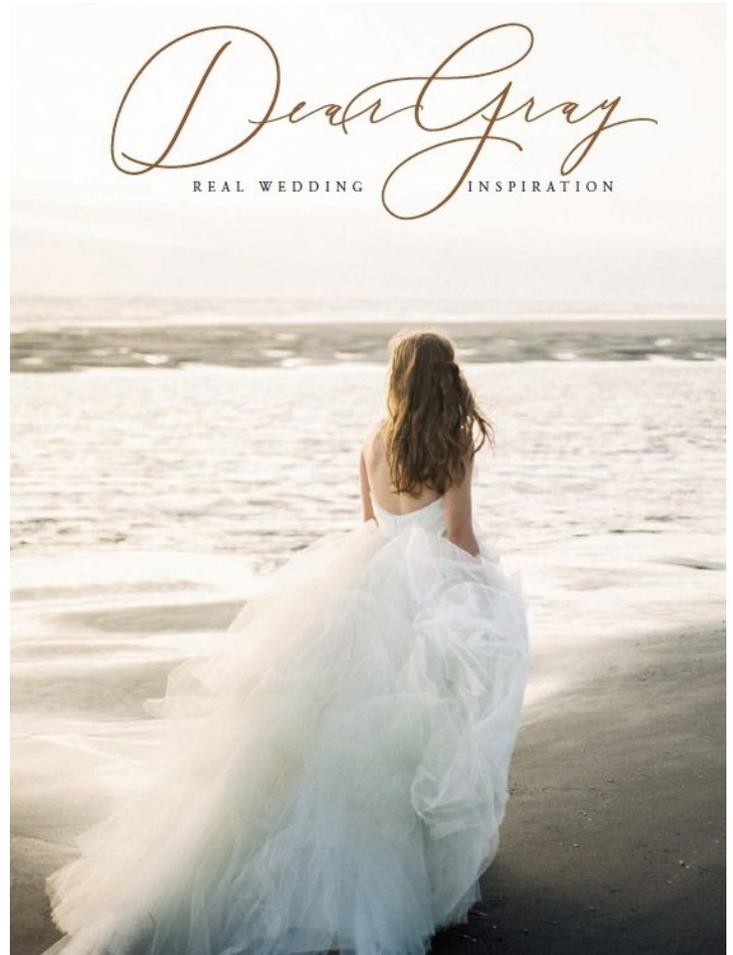
Destination I Do

Hitched

Sophisticated Weddings

Bridal Tribe

Adorn



Dear Gray

REAL WEDDING INSPIRATION

UTTERLY ENGAGED

Love & Celebration



5



The Knot

THE JUST ENGAGED ISSUE

GORGEOUS GOWNS
HOT HAIRSTYLES
FOR EVERY LENGTH
OUR COMPLETE
RING GUIDE

PLUS
PLAN YOUR
WEDDING ON
YOUR PHONE
P.180

WHAT TO REGISTER FOR
RIGHT NOW!
OUR 2017 AWARD WINNERS

BOUQUETS
WE LOVE
FIND YOUR STYLE



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Photo Credit: Anna Routh Photography



Photo Credit: Amanda Olivia Photography



Photo Credit: Jeremy Chou Photography

HEIRLOOM VOW BOOKS

The most important words of commitment a couple will ever utter will be on their wedding day. There is no need to worry about memorization with a Wedding Story Writer Vow Book.

A wonderful heirloom keepsake, each vow book is specifically created for longevity, made from the world's finest archival materials by the Wedding Story Writer team in Cary, North Carolina. With every product created with attention to detail, they are designed with intention, fabricated for prolonged life, and pressed into final shape over a two-week period. Their goal: to create a beautiful book worthy of being passed down to future generations as a symbol of that couple's abiding love and marriage.

PROCESS

- » Once an order is placed, the team will create an heirloom in the chosen color, fabric, and book cover impression from the Signature Collection. For custom orders, they create artwork with three rounds of revisions, allowing the client a fully personal experience. Custom book boxes are also available.
- » Vow books are meticulously designed, built, pressed, then carefully packaged, insured and mailed. Books are not made and stored in advance of sales.
- » Unique and personal artwork is often incorporated into custom book designs using watercolor creations, hand-marbled endsheets or paper lining.
- » Blank vow books come standard. However, wedding vows can be hand-penned inside of the book in a beautiful calligraphic script of choice. Modern and traditional scripts are available.

8

Client
Countries Served

15

Years of Experience
Writing Wedding Stories

40

Wedding
Stories Written

400+

Heirloom
Vow Books Made



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WEDDING STORY BOOKS

After many years of being married, perhaps starting a family all the while life is at warp speed ahead, it is vital to relive those precious moments as they occurred at an earlier age when young and madly in love newlyweds.

Through words and one-of-a-kind illustrations, a couple's wedding day is re-created within the pages of their Wedding Story Writer Legacy Book, a literary legacy that, not unlike a fairy tale, brings their story to life for the couple and future generations to enjoy.



Photo Credit: Tulle & Grace

PROCESS

- » During the initial consultation, Wedding Story Writer traces their clients' story's roots from childhood and personal stories to how they met, fell in love, and became engaged. This is also when they begin the book's design process.
- » Before the wedding, relevant periods of the couple's lives are woven together by writers, including any pre-wedding celebrations they wish to include.
- » Expect them to arrive early on the wedding day, pen in hand ready to capture every detail. They blend in and observe the happy tears, reminiscing, and excitement, capturing moments most couples may not notice themselves.
- » Through the entire process, the couple, their family, and their celebration will be treated with discretion. No details, images, or information will be released without prior written consent. Confidentiality agreements are available.
- » The goal is to deliver a finished wedding story book no later than one year after the wedding. Although some stories take longer to weave the magic together, they stay in contact with their clients during the process.
- » In the end, the wedding story is immortalized within the pages of their Wedding Story Writer Legacy Book, so that the details of their love story are never lost.

SERVICES OFFERED



Letterpress, Blind
Embossing & Foiling



Calligraphy
& Content Creation



Custom
Illustrations & Artwork



Boxes, Programs,
Invitations & Welcome Books



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KRISTEN & ANDREW

Ireland

I LOVED the vow book that Michelle created for my wedding day. It is such a beautiful and memorable keepsake from our special day. The quality and detail was impressive. I HIGHLY recommend investing in a vow book for your ceremony!

MIU & CHIU

New Zealand

“Wedding Story Writer makes gorgeous custom vow books and since we wanted a keepsake to hold on to forever, we decided to hire them to create us one. Michelle is really very talented, I had a vision of what I wanted for our vow book and she did EXACTLY that. She is very responsive and easy to work with; her whole team did an amazing job on our vow book!

When I received our vow book in plenty of time before our wedding, I was so happy. It is gorgeous! The quality is superb! The watercolour paintings, the calligraphy, the illustration...I loved how everything came out. The vow book also came with a handmade book box. What a lovely keepsake! I think this was one of our favourite things from the wedding. I am so happy I chose this option! If you want to have a perfect wedding, this option cannot be skipped. I would definitely recommend Wedding Story Writer.”





Photo Credit: Tulle & Grace



Photo Credit: Kristen Booth Photography

TRIVIA ABOUT MICHELLE

- » She was hired by Yahoo! News to virtually cover the wedding story of Prince William to Kate Middleton via television screen for an article.
- » She owns more than 160 vintage wedding gowns and hopes to one day own her own wedding memorabilia museum.
- » Besides owning wedding gowns, she also is in possession of vintage wedding magazines stemming from the 1940s to current, thousands of old photos, cake toppers and other wedding collectibles.
- » Michelle attends Bridal Market in New York City twice per year to learn about the newest trends in the wedding industry.
- » Although not an event planner in the traditional sense, she has planned nine weddings for family, friends and her church.
- » She became fascinated by wedding dresses at age four, when her mother tried on her own wedding gown to show her.
- » That Halloween, she had her mother create her a wedding dress to trick-or-treat in. She was a bride for at least three Halloweens.

LET'S TALK!

Are you interested in featuring Wedding Story Writer in your publication, or inviting us to your fabulous event? If so, please contact:

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