

BRIDAL INDUSTRY AWARDS

Supporters of the 2009 VOW Awards

SABIA extends its thanks and gratitude to the following companies whose support made the 2009 VOW Awards possible: Galaxy & Co, Rovos Rail, Avianto, The Plantation, Jatinga Country Lodge, GF Bridal Couture, Art Lovers Sanctuary and The Vineyard Hotel & Spa.

SABIA Members who are winners of the 2009 VOW Awards

National Winners

Couture Wedding Dress – L Designs
Hotel Reception – The Vineyard Hotel & Spa, Western Cape
Reception Centre – The Plantation, Eastern Cape
Bridal Shop – Annie P Wedding Dress Creations, Gauteng
Cake Design – Vanilla House Patisserie, Western Cape
Floral Design – Occasions, KZN
Professional DJ – Sound Zone, KZN
Photography – Nicky G Photographic Studio
Stationery – Special Occasion Stationery, Gauteng
Videography – Hauke Digital Productions
Independent Wedding Planner - Silver Lining Coordination and Décor (Gold), Gauteng
Hairstylist - Exclusive Bridal Hair
Makeup Artist - Beauty 4 YOU

Category Winners

Favours
Sparkling Bride (Gold)
Wedding Rings - Retail
Uwe Koetter (Gold)
Bridal Magazines
Femme Bride (Bronze)
Honeymoon Destination
Tranquility Lodge (Gold)
Porcupine Pie (Silver)
Travel Agents
Creative Honeymoon Solutions (Gold)
Hiring Company
Trendy Settings (Silver)
Bridal Shoes
Pink Chilly (Gold)
Gift Registry
The Wedding Gift List (Gold)
Boardmans (Bronze)
Marriage Celebrant
Wed by Jaco (Silver)
Wedding Albums
Lucinda du Toit Photographic D'Art (Gold)

Provincial Winners

First Night Honeymoon
Tranquility Lodge (Gold), Eastern Cape
The Plantation (Silver), Eastern Cape
The Vineyard Hotel (Silver), Western Cape
Tala Game Reserve (Silver), KZN
Independent Wedding Planner
Silver Lining Coordination and Décor (Gold), Gauteng
JA Events (Gold), KZN
Naunton's Guest House (Bronze), KZN
Weddings in Africa (Gold), Eastern Cape
Cake Design
The Cake Genie (Gold), Gauteng
Vanilla House Patisserie (Gold), Western Cape
Floral Design
Blooms on the Boulevard (Gold), Gauteng
Casa de Flores (Silver), Gauteng
Occasions (Gold), KZN
Oranje Guest Farm (Bronze), Free State
Bridal Shop
Annie P Wedding Dress Creation (Gold), Gauteng
GF Bridal Couture (Silver), Gauteng
Pink Chilly (Bronze), Gauteng



A rating system for the bridal industry

"Two days before my wedding I had no dress thanks to my dressmaker I had nothing to wear." Michele Hattingh

Michele experienced what every bride most dreads, being let down by a supplier just before or worst on the wedding day. Every bride wants her wedding day to be perfect – after all, it is a one-off event that is impossible to repeat should anything go wrong. But the success of a bridal couples special day will depend greatly on the bridal suppliers they choose to make their dream a reality.

From the wedding dress to the venue to the flowers and the cake, brides-to-be need their suppliers to keep their promises on the day, as much as they will honour the vows they make for all the years to come.

With the launch of the South African Bridal Industry Academy (SABIA) VOW Awards, bridal couples are now able to rate the services of their suppliers.

SABIA in turn uses these ratings to determine SABIA Accredited Membership. As these members have to have achieved an average of 95% from 3 nominations or more to qualify. This is a guarantee that these suppliers have been rated by past brides and grooms and have delivered – if not exceeded – on that all important day- the Wedding Day.

International experience shows that brides-to-be regard past brides and grooms as the most trusted and reliable source of information when it comes to choosing suppliers.

Brides around South Africa got the chance to vote for their top wedding suppliers at the 2009 VOW Awards hosted by SABIA in Johannesburg recently. Almost 2000 brides nominated nearly 6000 suppliers in categories ranging from couture wedding gowns to reception venues and more. Over 100 winners were chosen to receive a VOW Award in 31 categories.

Ratings

In order for suppliers to qualify their past brides nominated them and provided ratings out of 100 for the Four Pillars of Excellence. They are: Quality of Product, Quality of Service, Value for Money and Attitude of Staff. These ratings were used together with a weighting system taking into a count the number of nominations to determine who the best suppliers are.

Star of the Day

Bridal couples can also award their most outstanding supplier with a Star of the Day that increases their overall rating. This comprehensive points system ensures that only suppliers who offer consistently good service and quality as experienced by the bridal couple stand a chance of winning. Below is one of the comments a bride gave to her Star of the Day supplier.

"She discussed my wedding theme ideas with me at length and then sent me 10 pages of ideas of specific arrangements that would fit! She had endless patience while I changed my mind about the arrangements and brought samples of the flowers we had decided to use to the venue to see what they would look like. She ensured that the arrangements would fit my budget and transported the arrangements from the chapel to the venue so that we could make the most of them. The arrangements looked amazing and so many people commented on them - they made the event! - Jeanette Baptista

Softline Pastel sponsored 10 business packs for really deserving suppliers for extraordinary Stars of the Day as did, Lindt and Wolvendrist.

But not only suppliers win in the VOW Awards. Any bride that nominated for a minimum of 4 nominations or more qualified for the draw. The winning brides for this year are Chantelle Protheroe, who won R15 000 for nominating her wedding suppliers, and runners-up Odette Bradley and Tamsyn van Heerden, who received R2 500 each.

But before one can have a wedding one starts with the engagement and the choosing of the symbol of a couples love – their wedding rings. The VOW Awards acknowledges the difference between retails and studio designers as there are differences in approach and level of individuality.

Photography Category. This was the most hotly contested category with an amazing 910 votes for 345 photographers. The breakdown amongst the provinces was 46 photographers in the Western Cape, 2 Mpumalanga, 1 Northern Cape, 45 in KZN and an unbelievable 230 in Gauteng with the Eastern Cape being represented by 16 photographers.



The winners in three categories – Winning Album – Gold, Videographer – Silver (Gauteng) and Photography – Bronze (Gauteng) the team from Lucinda du Toit Photographic D'Art. From left Magdild Visser, Petrus and Lucinda du Toit and Garick van Staden.

Lucinda du Toit said "It's wonderful that brides have

a platform to provide their feedback in a public forum so that the supplier and future brides can benefit from the comments and ratings. Word of mouth is the highest form of reference and this is extremely positive for us."

KZN should be especially proud as the National Winner – Nicky G hails from this province. Nicky G is multi-talented as she also won Silver in the Make-up Artist category for her province.

In Gauteng we had an unusual result in that we had one Gold – Face It Photography with Silver being shared by J&D Photography and Warren Anderson Photography. In Bronze place we had five winning photographers. Amongst them were Lucinda du Toit Photographic D'Art, Andrew Howes Photography and Digisky Photographic.



Wayne and Tracy Potgieter from Digisky Photography enjoying the Awards.

Make-up Artist Category. Brides voted for 155 suppliers with 404 nominations. This categories rating also resulted in a tie. The national winner was also the Gauteng Gold winner Nadia Basson from Beauty 4 You. The tie of Silver was shared by Cathy Heaton and Lyn Reece. One of the bronze winners was Make Up by Madeleine Botha. MAC sponsored winning prizes for the Gold and Silver winners of this category with each winning MAC products valued at R2,000 each.

Hairstylist Category. Throughout the run of the competition brides often included either hair or make-up in the majority of nominations. Santi van Altena from Exclusive Bridal Hair was the national and Gauteng Gold winner for Hairstylist. Michelle Curren from Hair Innovation was the Bronze winner from Gauteng.



Showing off their well deserved winning certificates are from left to right Marietjie Uys from BuidGids, Annie Przbyski from Annie P Wedding Dress Creations, Alysson Watt from SABIA, Santi van Altena and Yolandi Venter from Exclusive Bridal Hair.

Cake Category. This category received nearly 300 nominations for 122 suppliers countrywide. The national winner is Vanilla House Patisserie who is based in Cape Town. One of the winners in this category was Cake Genie that provided the attendees at the Awards with a delicious carrot cake encased in a sugar fantasy.

Deon Swarts said that the tension was so great that he was peeking through his hands and when he didn't hear their name for bronze he waited for silver and then he didn't hear who won gold. Only when he turned to see tears in Carol, his wife's eyes did he realise that Cake Genie had won Gold for their province. "It was truly amazing" said Deon.



Honeymoon and Travel Agent Categories. The Gold winner of the Travel Agent category was Creative Honeymoon Solutions, based in the Eastern Cape. An interesting statistic from the nominations was that 95% of honeymoons have since 2007 to date been held in South African with foreign destinations being close to home amongst them Mauritius, Mozambique, Namibia and Victoria Falls.



Tranquility Lodge in the Eastern Cape winners of 1st Night Honeymoon (Gold) Eastern Cape as well as Honeymoon Destination (Gold). Porcupine Pie also another Eastern based venue won Silver in the Honeymoon Destination category. A feat for the Eastern Cape! Tranquility Lodge was represented by Vijver Jacobsz on the left and Johlene Hanekom on the right.



Deon Swarts of the Cake Genie made this fantasy creation for the 2009 VOW Awards. Past bridal couples voted Cake Genie as the winner of the Cake Design category for Gauteng.

Bridal Shop. This category received a whopping 486 nominations for 53 suppliers across the country. Annie Przbyski from Annie P Wedding Dress Creations the Gold Gauteng winner for this category mentioned that "she was so honoured to be acknowledged and that she felt out of this world and it was unbelievable."

Grooms Suit Hire. Rinie Conradie from GF Bridal

grooms suit hire division mentioned that she was so shocked and surprised at winning. She said that "Without Elsa de Wit providing the foundation and the opportunity this would not have been possible."

Receptions. South Africa offers a wealth of venues to make every brides dream come true. They range from the swankiest hotel receptions to purpose built wedding venues (reception centres), hotels, restaurants and country clubs. They also suit every budget.

Some new categories will be created for VOW Awards 2010. They include Safari Reception, Boutique Hotel – Urban, Boutique Hotel – Country and Wine Estate Reception.

Even though there are 42 categories in the VOW Awards not all the categories were represented due to not receiving sufficient amount of nominations in order to determine winners. Some categories had sufficient amount of nominations but not sufficient to from provincial winners. SABIA hope to see more categories represented at the Awards for next year.

SABIA's directory of constantly updated, pre-rated SABIA Accredited Members on its website www.sabia.co.za makes it easy for future brides to choose their best wedding partners in every category.

"The VOW Awards are the benchmarks of the wedding industry," says SABIA's Alysson Watt. "SABIA membership means that suppliers are proven to deliver on the only day that counts – the wedding day and provides comfort to new brides-to-be".

Voting has opened for the 2010 VOW Awards for bridal couples married between July 1 2009 and June 30 2010. Bridal couples stand the chance to win a first prize of R10 000, or two prizes of R2 500 each for runners-up. Go to www.sabia.co.za for voting.

Contact SABIA on 0861 000 380, email vow@vowawards.co.za or visit www.sabia.co.za.



An African bridal bouquet with a beautiful pincushion protea as a centre piece designed by the Gold Winners of Gauteng – Floral Design – by Coral Shortt of Blooms on the Boulevard



Sponsor for Best Jewellery Category: - Galaxy & Co.

Couture Wedding Dress

L Design (Gold), Eastern Cape

Hairstylist

Exclusive Bridal Hair (Gold), Gauteng

Hair Innovations (Bronze), Gauteng

Make-up Artists

Nicky G Beauty (Silver), KZN

Beauty 4 You (Gold), Gauteng

Cathy Heaton (Silver), Gauteng

Lyn Reece (Silver), Gauteng

Make Up By Madeleine Botha (Bronze), Gauteng

Videography

Hauke Digital Production (Gold), Gauteng

Lucinda du Toit Photographic D'Art (Silver), Gauteng

Photography

Nicky G Photographic Studio (Gold), KZN

Trent Saunders Photography (Bronze), KZN

Face It Photography (Gold), Gauteng

J&D Photography (Silver), Gauteng

Warren Anderson Photography (Silver), Gauteng

Lucinda du Toit Photographic D'Art (Bronze), Gauteng

Digisky Photographic (Bronze), Gauteng

Agape Studio (Bronze), Western Cape

Wedding Albums

Lucinda du Toit Photographic D'Art (Gold), Gauteng

Stationery

Save the Date Magnets (Gold), KZN

Special Occasion Stationery (Gold), Gauteng

RubyGrey Creative (Bronze), KZN

Hotel Reception

Chanteleer Hotel (Gold), KZN

The Vineyard Hotel & Spa (Gold), Western Cape

Reception Centre

Summer Place (Silver), Gauteng

Bella Vista (Bronze), KZN

Stonehaven Castle (Gold), KZN

The Plantation (Gold), Eastern Cape

Oranje Gastplaas (Gold), Free State

Floral Design

Blooms on the Boulevard (Gold), Gauteng

Casa de Flores (Silver), Gauteng

Occasions (Gold), KZN

Professional DJ

Black-Tie Entertainment (Silver), Gauteng

Sound Zone (Gold), KZN

In-House Wedding Planner

The Vineyard Hotel & Spa (Bronze), Western Cape

Owls Nest (Gold), Gauteng

Bella Vista (Gold), KZN

Grooms' Suit Hire

GF Bridal Couture (Gold), Gauteng

Euro Suit (Silver), Gauteng