



MEMBER PROFILE

CHARMED PLACES

For Lydia FitzGerald, it's all about location. That's the crux of **Charmed Places**, the business that she took over just a year ago, which specializes in scouting the ultimate wedding locations in the region and arranging the entire event, right down to the tiniest detail. Coming from a background in corporate events, FitzGerald says she loves the more personal aspect of helping couples plan their special day. Since taking over ownership of **Charmed Places**, she's been working hard to develop relationships with a number of unique locations in the Hudson Valley area—including wineries, barns, and private estates—so that she can offer something distinctive and tailored to the couple she's working with. "We can do your event in whatever style your wish is, whether it's in an open field, at a winery, or a barn dance," she says. "Whatever that wish is we can create those environments."

There are three environments that seem to always top the most-sought-after list. First are those that have a Hudson River view—she might seek out locations overlooking the river in Rhinebeck or Garrison. Couples also like to exchange vows in barns, which can range from classic, weathered looking barns to brand new ones. Also in the top three is any location with a mountain view or some kind of special landscape feature. FitzGerald says she's arranged events near apple orchards and ones that have featured post-ceremony bonfires. A location is especially desired if it

can provide the opportunity for her to create multiple atmospheres within the same property.

One of the best things about **Charmed Places** is the fact the FitzGerald offers her services so flexibly—you can use her expertise as much or as little as you need to. For example, she can help couples define their goals and vision of the wedding day by taking them on a guided day tour to introduce them to the properties she's hand-selected for them based on the criteria the couple has shared with her. Then the couple can go on to put the wedding together themselves, or hire her as a planner—then she'll take care of everything, from helping choose the right vendors to maintaining a timeline to helping plan the morning-after brunch.

"At **Charmed Places**, our focus is really on creating a unique experience for our clients," FitzGerald says. "I know for myself the level of effort that I put in to each and every event. It's so important that the client has a good experience and that the vendors work well as a team. Those are my priorities for every single event." ■

CHARMED PLACES

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*Members who renewed between
August 16 and November 15, 2010.* ■