



WE Discoveries:

7lily

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Shot on location at RED,
Makati Shanri-La Hotel

Wedding Essentials: Can you tell us about your background? How did you get into event styling?

Charo Sy: I've always been a lover of the arts. I started very early, immersing myself in books on the masters of the varied arts such as painting, sculptures, architecture and interior design. I've also always loved flowers for the feelings they evoke, so I've always felt it's a good medium to express artistry.

I took seminars both locally and internationally to pursue the hobby of styling, which eventually turned into a full-time career.

WE: What do you think is your unique approach to wedding events?

CS: Styling is an expression of personal style and artistry. I'm not a flamboyant person and my styles are always understated, clean, and elegant. I believe in any event, it's important to enhance the ballroom or location as opposed to making loud statements that overpower the event without any consideration for harmony and elements integration.

WE: With the range of 7lily's projects, is there any particular reason you like to do weddings?

CS: Although we do various projects, such as corporate events or concerts and shows, weddings are a favorite because it's the only time we work with couples and we invest a lot of personal emotion in the project. Our own strong feelings and the love we put in are evident in the final execution. It's all very romantic.

WE: How do you make your work distinctive? Or, conversely, how do you keep yourself from getting bored with doing weddings?

CS: Couples are always different, and they always have a lot of ideas. No two weddings are exactly the same, since personalities and preferences are always distinctive. Each of the collaborations between 7lily and the couples are always unique experiences. It would be quite impossible to get bored.

WE: What are the trends in weddings now?

CS: More than ever, weddings are becoming more complicated and sophisticated. Most couples from the very first meeting have a clear visual of what they want for their wedding. Unlike trends in, say, fashion or architecture, which could have specific elements that introduce eras and period styles, event styling often stays classic and elegant. It's highly a play of colors and emotions, whether you want dramatic, sweet and romantic, or festive and playful. Most of the weddings I'm doing now, however, are very modern and have very clean lines.

WE: How do you work with clients to incorporate their own traditions/ideas while infusing your own design and event ideas?

CS: I've been very lucky in the sense that I have very good relationships with all my clients. I'm very careful about making sure they are happy with the end result, and I'm in touch with a lot of them even after the wedding. It's exciting to work on each concept and I'm very careful not to impose my ideas on them because their weddings need to reflect their own personal style and not ours.

However, sometimes when they get very confused and want to put in too many elements or ideas that would not go with the theme, I have to step in and suggest workable ideas. It's always a collaborative project—it's mostly about us listening and discerning what they really want and making sure that we execute it beautifully.





WE: Can you tell us about any particularly interesting weddings that you've done?

CS: I don't have any particular favorites, but I'm confident that we've done a great job if after the execution, I get goose bumps. It needs to be breathtaking. One of the more challenging weddings we've done is a Mardi Gras-themed wedding done in Anvaya Cove. We wanted it festive but not so over the top that it would look tacky and confused.

Then there was an all-black wedding I did. I was initially hesitant because one mistake would make it too gothic or eerie, but since the couple were also artists and had clear visions of what they wanted, we were able to come up with an elegant and dramatic theater-like atmosphere.

WE: In the current wedding industry, where professional rates are dropping and "stylists" seem to be a dime a dozen, what are your concerns for your craft?

CS: Price wars in any industry cannot be avoided. All stylists have their own calculations and formulas.

But clients now are very sophisticated and knowledgeable. More than ever, they know the value of quality work. The one thing we're very concerned about making sure that each and every event we commit ourselves to can say that they got the value for their money and the final execution exceeded their expectations. The wedding industry is growing, and there are more and more options and suppliers to choose from, but the key is always consistency with the quality. That really makes all the difference. ☺☺