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The Key to a  
Stress-Free Simchah

communicated

BY: BROCHA MILLER

**E**sther Ottesnosser, author of The Voice's popular craft column, has always enjoyed creating and reinventing the things around her. She has been styling, designing and crafting for over fifteen years. She is a regular contributor to Mishpacha magazine and has many followers on her popular blog [www.estherodesign.com](http://www.estherodesign.com).

Recently, Esther O. has turned her creative talents and attention to detail to another venue: wedding dressing.

### What does being a wedding dresser entail?

Planning a *simchah* involves so many details, big and small. On the day of the wedding itself, people want to make sure that the day goes smoothly and that they can experience their *simchah* with peace of mind. No matter how much preparation you do in advance, there will always be little issues that crop up on the day of the wedding itself. And that's where I come in.

### What kind of details do you take care of?

I coordinate all the little things that can make a big difference in the *simchah* experience.

The day of a *simchah* can be very hectic, with all the various appointments for everyone in the family. I make sure all the appointments run on time and

that the family stays on schedule. I will transport the gowns to the hall and set them up in advance, so the family can get dressed without any hassle. The wedding is only one day, but the

pictures will last forever, and you want them to look just right. I bring a steamer, in case the gowns or suits get wrinkled; I will make the boy's ties or the girl's bows. It's not easy for a *kallah* to get dressed by herself, and many times her mother is busy with other family members, or greeting out-of-town guests. I help the *kallah* with her gown and veil, her *sheitel*, if necessary, and any last-minute adjustments. I make sure to be available and helpful and stay out of the way when I'm not needed.

At the *chasunah* hall, I can work together with the florist and other vendors to make sure that things get done in a timely and organized fashion. I arrange the place-cards and put out the *bentchers*. I can also bring a beautiful basket of toiletries for the ladies' room.

### So are you there to help just the *kallah* and her mother?

No, I am that extra pair of hands there to help out with the entire family. From sewing on a popped button, to finding Shimmy's missing shoe in the suitcase, to untangling Bracha's necklace, I am there for everybody.

I can also set up the *chosson* and *kallah* apartment, making sure the linen is on the beds, the kitchen is in order and the pantry is stocked. I'll also put out fresh flowers, to make it into a welcoming home.

Sometimes, families need help for the day after the wedding, and I will pitch in then too. I can take the wedding flowers and rearrange them to use as *sheva brachos* centerpieces. I can prepare hostess gifts for the neighbors who are hosting out-of-town guests. Many families offer their guests a breakfast or brunch the following day, and I will order the food and paper goods and set it up in a nice presentation.

### How is a wedding dresser different than a party planner?

A wedding dresser takes care of last-minute details on the day of the *simchah*, while a party planner is involved in the weeks leading up to the event, working with the caterer and the florist and the decorations.

### Who is your ideal customer?

Someone who wants the day of the wedding to go smoothly and just needs an extra pair of eyes and hands to help out. If you don't want to think about all the little details – that's what I'm there for.

A wedding dresser can also be very helpful for people from out-of-town who make *chasunahs* in Lakewood. There are so many details to take care of, and I can help navigate the resources that are available in Lakewood and make sure the day runs smoothly for the family and their guests.

A *simchah* is a special and joyous occasion. So much time and money is invested to make the *simchah* beautiful. You'd be surprised how affordable it is to make the *simchah* stress-free. I can also work with a specific budget and tailor my services for individual needs.

### How did you get into this business?

I have always enjoyed anything to do with parties, planning and set up. When a friend called to ask me if I could help out on the day of her daughter's wedding, I saw that there is a real need for this service. Close friends and relatives are usually busy getting ready for the *chasunah* themselves. With so much to do, the extra pair of hands makes all the difference. Since I am very organized and have an eye for detail, I enjoy making sure that things run smoothly.



### WHAT'S IN HER BAG?

Esther O. packs a bag full of supplies for last-minute emergencies. Here are some items she recommends bringing along to a *simchah*:

- Mints
- Tylenol
- Needle and thread
- Safety pins
- Stain remover
- Hair spray and bobby pins
- Snacks and bottled water
- Baby wipes

### What do you remember from your own wedding? Was there something you would have done differently?

I remember that we could have used someone to direct all the people. The photographer was excellent, but he didn't know all the family members, and there were a few people we missed in the pictures. Now when I act as a wedding dresser, I'll ask the *baal simchah* about the different family members and who should be in which picture so that no one gets overlooked. I can arrange the order for the portraits and family photographs and help guide the family members.

### What do you like most about your job?

I always enjoy *simchos*, and it's wonderful being involved with happy occasions. When it comes to celebrations, my philosophy is that every *simchah* should include interesting and memorable details.

### What do you enjoy most about planning your own *simchos*?

Everything! Planning a *simchah* is so much fun for me! But I especially enjoy coming up with the little details, the creative touch that will make a *simchah* memorable. At my son's bar mitzvah, I had a different creative place-card for each *seudah* that matched the color scheme.

I like my guests to feel very welcome and comfortable. Many of my guests were traveling, and I sent them home with water bottles and freshly baked chocolate-chip cookies.

### Yum, that sounds like a delicious send-off. 🍷

To find out how Esther O. can enhance your *simchah* with her creative and personal touch, please contact [info@estherodesign.com](mailto:info@estherodesign.com) or call 732-757-9340.

