


You are  cordially invited
to...

THE INDIE WEDDING REVOLUTION



*We are gathered here today
to celebrate the union of*

GETTING
MARRIED

and



HAVING A
GREAT
F*CKING TIME

»» They have been SEPARATED FOR FAR TOO LONG, divided by STUBBORN TRADITIONS like SCRIPTED VOWS and RENTED TUXEDOS and WAITING TO SEE EACH OTHER NAKED. But now that they've found one another—now that weddings are MORE FUN and LESS CONVENTIONAL than at any point in the history of monogamy—they WILL NEVER BE TORN ASUNDER. From this point forward, Chilean sea bass, the Black Eyed Peas, and your half uncle Morty are officially uninvited, because weddings have become the STYLISHLY CUSTOMIZED AFFAIRS they should've been ALL ALONG. HERE'S EVERYTHING YOU NEED TO KNOW TO PLAN YOUR OWN

JUNE, TWO THOUSAND FIFTEEN





←←
Four hours earlier this looked like an airplane hangar.

THE *ONLY* rule IS YOU HAVE TO SAY “I DO”

Other than that, the modern wedding is a blank slate. You can finally marry whomever you want, however you want, and you're fully empowered to defy the wedding-industrial complex and skip all those dull, dutiful traditions. So don't just sit there while the bride and her mother plan everything. Get creative. You have a stake in this, man! Because you're not only the groom. You're the master of ceremonies.

You can cut costs without killing the fun



Even if indie ceremonies aren't exactly cheap, they can certainly be cheaper than the average wedding (which, in case you're wondering, costs \$30,000). Just follow this advice from Xochitl Gonzalez, whose company, AaB Creates, has produced some of the hippest weddings we've seen.

Trim the guest list

"Ask yourself: 'Would I take this person out for dinner on a special occasion?' If the answer is no—you wouldn't even pay for this person's drinks—why are you inviting them to your wedding? This is the easiest way to save money. Clients are like, 'How do we explain it to people?' and I'm like, 'You say: "Weddings cost a shitload of money, so we're keeping it smaller."'"

Get married Sunday afternoon

"If you can get past that it has to be Saturday night and wrap your head around a way to do

Sunday—brunch could be very stylish—it can be done at a fraction of the cost." The only difference is your guests travel Monday instead of Friday.

Have a wedding in two acts

If you do have dinner, make it intimate—and then throw a blowout party for everyone you know. "You still get the elegant sit-down experience, but you're not doing it for 200 people; you're doing it for forty. And the other 160 come later."

You can go home again

"If you live in a big city, it can actually be worth your while

to go back to your hometown and have a whole weekend of events for less than what you'd spend for just one night in the city. We've done weddings where it's cheaper to take 300 people to Maine or Vermont than it was to stay in Manhattan for five hours."

Learn how to haggle

"People are negotiable, especially when you're dealing with small independent vendors, but you have to tell them what you're willing to lose. Say, 'I like your work. I want to work with you. What can you take away so we can bring this price a little bit lower?'"

THE FIVE-SECOND WEDDING FAQ

- 1 **When do I invite everybody?** At least two months in advance.
- 2 **What kind of flowers do I want?** Whatever flowers she wants.
- 3 **What's going in the gift bag for my guests?** Nothing. Skip the gift bag. Nobody wants to carry around party favors. They just want to party.
- 4 **What if she has more bridesmaids than I have groomsmen?** That's fine. And if you think best men and maids of honor just place your friends in a weird artificial hierarchy, then you're allowed to skip the bridal party altogether.
- 5 **Should I ask for her parents' permission before proposing?** Ask for their blessing. And while you're at it, ask your own parents. You don't need anyone's permission to do this, but both families will appreciate the heads-up that they're getting a new member.

You and your wedding suit have a long life ahead of you



→ You'll never have a better justification for buying a top-notch rig, so think of it as an investment and pick something you'll want to wear again and again. Whenever you put it on, you'll enjoy a little dose of wedding-day mojo—plus the satisfaction of a plummeting price-per-wear ratio.

HELP HER GET INTO HER DRESS

→ There's nothing for you in the downtown Manhattan showroom Stone Fox Bride (it's about dresses and flowers and cakes), but if you want to blow your future wife's mind, send her the link—or better yet, book her an appointment. Stone Fox is the epicenter of the whole nontraditional-wedding movement (the vibe is less Vera Wang, more Chloë Sevigny), bringing edgy attitude to the stuffy old wedding game. Understanding the difference between this place and Brides-R-Us sets the tone for your whole wedding and is also known as *making an effort*.



Meet Carlo Mirarchi, chef at Roberta's pizzeria in Brooklyn—whose garden is one of the coolest places in America to tie the knot. For four other venue ideas, read on.

Three Fresh Alternatives to the (God-Awful) Rental Tux

1. A TUXEDO THAT BREAKS EVERY RULE

First of all, it's celebratory silver.

Second, you don't have to wear a bow tie—or any tie. And yes, those are Vans (but think of them as dancing slippers).

tuxedo \$3,395
Dolce & Gabbana
+
shirt \$98
J.Crew Ludlow
sneakers \$45
Vans
pocket square
The Tie Bar
watch
Montblanc





GOD WILL UNDERSTAND IF YOU DON'T GET MARRIED IN A PLACE OF WORSHIP

»» That said, nothing's worse than spending the biggest day of your life in a soulless event space. So look for a site that wasn't designed as a wedding hall—a place where you'd hang out anyway. If the room doesn't market itself as a wedding venue, ask. Your favorite record store, tennis club, or distillery may hook you up. Or you could look into one of these.

● **OAKLAND CEMETERY** (*Atlanta*)

Don't think of it as a graveyard. Think of it as a *sculpture garden*.

● **SHACK UP INN** (*Clarksdale, MS*)

Rent out the whole compound—it's a cotton plantation turned funky hotel—and put all your guests up in renovated shotgun shacks.

● **NEON BONEYARD** (*Las Vegas*)

There's hopelessly corny Vegas kitsch—think Elvis impersonators—and then there's awesomely campy Vegas kitsch, like this resting place of decommissioned Sin City neon signs.

● **CITY HALL** (*San Francisco*)

America's most beautiful city hall (sorry, Topeka) is a Beaux-Arts marble marvel that seems to glow from within. The stately staircase can be your aisle.



Don't be a poser at your own wedding

Do Ask your photographer to shoot 95 percent candid. Everyone hates stagey posing, and you'll be much more likely to frame pictures that feel spontaneous.

Don't Hire a videographer. Still photos will hold up better than some wannabe Tarantino's tracking shot of the bridesmaids.



»» Did you and your fiancée have your first date at an authentic Moroccan restaurant? Get that place to cater the wedding. Did you cook her risotto the night you proposed? Give a caterer your recipe and ask him to scale it up. The smallest gesture can bring guests into your world—even if you're just addicted to MoonPies and order ten cases for dessert.



OUTSOURCE THE JAMS...

"Self-programming on an iPod can be catastrophic. There's no way to imagine in advance the flow of the evening and the energy in the room. That's what a human being is for. Ninety-nine percent of weddings are intergenerational things, and I'm not going to alienate half the guests, but I'm also not going to play corny or mainstream stuff just because it's recognizable. There's a really hip middle ground, and you have to trust your DJ.

Remember, you're not looking for a 'wedding DJ.' You're looking for a good DJ who has experience doing weddings. There's a big difference."

—Kenan Juska, a.k.a. Chances with Wolves, who DJs thirty weddings a year

...BUT WRITE YOUR OWN DAMN VOWS

"Getting married means baring your soul. You get up there and you pull your heart out of your chest and you show it to everybody in the room. And when you're done, you're a different person. It brings you so much closer to everyone who's there. It's a powerful, awesome thing. Just fuckin' do it. Don't be a pussy. Don't be cool. Don't hold back. Get up there and pour your heart into it and cry and do *all* of it, because it's so powerful when you see someone in a wedding—or any situation—who's not afraid to be in love. When you see someone who's just like, 'I fucking love this woman,' that's bulletproof."

—Tattoo artist Scott Campbell, who married actress Lake Bell in 2013 in New Orleans



2. WAIT, WHITE BUCKS WITH A TUX?

Yep. Especially when the tux is made from summery chambray, at your service for every barn, beach, and boathouse ceremony. It's a younger, funner spin on formalwear that still feels plenty classed-up.

tuxedo \$546
J.Crew Ludlow

+
henley \$88
Mills Supply
shoes \$268
Cole Haan & Todd Snyder
pocket square
Boss
watch
Boca MMXII



BE THE LORD OF YOUR RING

»» So much emphasis falls on the bride's rock that it's easy to forget about your own band. Here, jewelry designer Anna Sheffield walks us through the shopping criteria for a man's ring, which really shouldn't cost more than a grand.

METAL "White gold, yellow gold, and rose gold are the three main iterations," Sheffield says. Platinum is heavier and pricier, but also more durable. Avoid silver, which falls apart.

SHAPE "A domed half-round band is your classic men's band. That's the one that your grandfather probably had." The design alternative is a flat band, which goes well with rimless glasses and black turtlenecks.

FINISH "A lot of men don't want to look down and see a shiny brand-new ring," Sheffield says. Those guys get matte or hammered finishes, which look lived-in from day one.

ENGRAVING Do you and your fiancée have a motto, mantra, or inside joke? Get it engraved inside both your rings. And don't be precious about it. Sheffield likes the us-against-the-world phrase "Not to be fucked with."

Register your objection to registries

»» In 2015, you're living with your partner before getting married. That means you already have all the usual domestic swag and don't need a Pottery Barn shopping

spree. Register for cash, calling it a honeymoon fund or a nest egg (don't worry, this is normal now), or if you're feeling philanthropic, register for a charity. You can raise a ton of money for a good cause and no one has to dump an ice bucket on his head.

DANCE LIKE NOBODY'S WATCHING (EVEN WHEN EVERYBODY IS)



"One thing you have to do is let yourself go and not be concerned about what people may think. Because it's *your* wedding with *your* wife and *your* family and friends. Everyone loves you anyway, regardless of whether you can dance. So just enjoy the moment."

—Dallas Mavericks power forward Amar'e Stoudemire, who married longtime girlfriend Alexis Welch privately in 2012 and then threw a 300-person bash in 2013 at a Miami museum

3. MEET THE ALBINO PENGUIN SUIT

Another way to detuxify your look: Invert the colors. In a white suit with black trimmings, you're getting all the DNA of the classic wedding palette without being so predictable.

suit \$1,870
Burberry Prorsum

+
shirt \$160
Reiss
tie \$15
Topman
tie bar
The Tie Bar
pocket square
Alex Mill
grooming by sussy campos. set design by theresa rivera for mary howard studio.
where to buy it?
go to gq.com/go/fashiondirectories



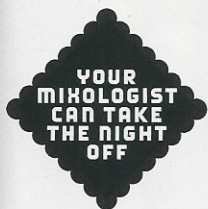


Radical idea: You should actually know the person marrying you

»» Here's how it happens: You realize you haven't been to a church/synagogue/whatever in decades and decide it'd be weird to have some rent-a-reverend that you hired off Craigslist—who potentially hates gays, abortion, and Palestinian statehood—preside over your blessed union. He'll mispronounce your names, too. He'll say fate brought you together when really it was Tinder. Your buddy knows better, which is why you asked him to officiate. Of course he said yes, because what an honor. But, uh, now what?

First you get him ordained on the Internet. Universal Life Church will credential him and mail the paperwork for \$9 via PayPal. Once he's got his certificate, he'll head down to the County Clerk's office, pay them a modest registration fee, and boom: He's street-legal.

Before the wedding, you and your bride should sit down with him and recap your relationship's greatest hits, along with your hopes for the future. Tell him when you knew you loved each other. Did you survive a serene hike turned mudslide? Did you stay up for three days straight in Ibiza and make out in the low tide? That anecdote is what he's gonna open with. The rest is easy. The vows. The exchange of rings. Gaelic love prayers from the father of the bride. Work with your friend on a script for all that (copy some weddings you watch on YouTube) and tell him to just act natural—charming rather than theatrical. This ain't the time to ham it up. If he's really a friend, he'll realize it's your moment.—MATTHEW SCHNIPPER

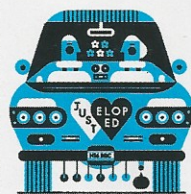


»» No wedding guest wants to stand there while some mustachioed barkeep twiddles his bitters. Keep the lines (and the booze) flowing by offering one local

beer, one batch-made cocktail (the French 75 works nicely), and Alan Richman's picks for wine: For red, serve the **Domaine d'Andézon Côtes du Rhône** (\$11 to \$15), which is juicy and smoky, correct for any course or for endless guzzling long after the guests have gone. For white, pour **Martín Códax Albariño**

(\$11 to \$14), a wine practically made for nuptials: racy, a little fruity, a bit flowery, stylishly Spanish, and beloved by all. Toast with **Nicolas Feuillatte Brut Rosé Champagne** (\$35 to \$40). It's a worthy splurge: You're getting married, not spraying a locker room after winning the softball championship.

»» **Set a one-minute limit on oration.** Tell whoever's speaking at the reception that they're giving a toast. Not a speech, a toast. They shouldn't require notes.



IF NONE OF THIS SOUNDS LIKE FUN TO YOU, consider eloping

»» Deciding to get married wasn't easy for me, but deciding to elope sure was. From the get-go, my husband and I wanted to do something that felt intimate, so we decided to take something we were already looking forward to—a weekend in the Catskills—and turn it up a notch by bringing along an ordained friend and a witness and tacking on a wedding. We had a personalized nondenominational ceremony, wrote our own vows, and exchanged rings on a riverbank, in a spot we literally just walked up to and said, "This is it."

Before our trip, we'd heard all the usual horror stories about pissed-off families who learned about elopements after the fact. With that in mind, we tipped off our parents—and only our parents—a week beforehand and made clear to them that eloping was what we wanted to do. Then, after the ceremony, we casually posted a photo on Instagram and sat back as the calls, texts, and likes came flooding in.

For us, this was perfect. We're not against big weddings; we're just against the idea that weddings have to conform to someone else's expectations. They really don't. Not anymore. Whether you elope or put your own spin on the traditional trappings, a 2015 wedding should be whatever you want it to be.—GARRETT MUNCE

