

JULIE PRYOR

This top event planner on the Westside knows the difference is in the details.

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When it comes to knock-your-socks-off nuptials, many brides, including actress Marcia Cross, get hitched with the help of Julie Pryor. Even back when she was running her family's music business, Pryor was always hit up with questions from friends: Who's your favorite florist? Or who's the best caterer? But it wasn't until she was a guest at an over-the-top, \$1 million wedding that she decided to make a career out of planning events. "It wasn't tasteful," she remembers of that night. "I thought I could do a better job."

And she has been, for 16 years now. She starts by getting to know her clients really well. "Each wedding needs to be unique," she explains. "Lots of brainstorming goes into each one. I try to get insight into the couple. What's their favorite restaurant? Vacation?" And no two weddings are ever alike. "I never want a guest to think, 'This is a Julie Pryor event.'"

She helps couples with everything from gown and tuxedo fittings to choosing petit fours. "In addition to being incredibly organized, I have unending patience," she says. By limiting the number of events she takes on, she has time to devote to her couples. It's important, she says. "I want clients to feel like they're my only one."

For more on Pryor, visit pryorevents.com.