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PHOTOGRAPH BY GENEVIEVE LEIPER PHOTOGRAPHY

GOIN' TO *The Chappelle*
LUCKETTS DESIGNER MAKES DREAM WEDDINGS COME TRUE



BY THERESE P. HOWE
PHOTOGRAPH BY
GENEVIEVE LEIPER PHOTOGRAPHY



CHAPPLE CREATED A SPECIAL TOPIARY OUT OF ROSEMARY FOR A BRIDE WHOSE FAMILY COMES FROM CROATIA, WHERE THE AROMATIC HERB SIGNALS A WELCOME TO WEDDING GUESTS.

GENEVIEVE LEIPER PHOTOGRAPHY

There are Dream Weddings, then there are Loudoun Dream Weddings — and Holly Heider Chapple has helped make many of them come true. After 19 years of making brides ooh and ahh over her floral bouquets and arrangements, she's begun expanding her artistic vision and exercising her creative talents to the overall design concept of The Big Day.

Born into the Heider farming family of western Loudoun, Chapple has long been a cheerleader for the county.

"Loudoun has resorts, estate homes, private gardens, the vineyards — I mean it, we have absolutely everything here!

"It's so easy to be a designer in Loudoun, each venue inspires a different feeling or look. A sexy resort like Lansdowne often compels me to design clean, crisp, and dramatic pieces. This venue can handle a glamorous or contemporary look as well. I literally can leave the resort and in minutes be standing in a vineyard or historic estate, where my designs often range from rustic to vintage. It's fabulous for me because it always keeps me thinking and being creative."

As the Chapple brand evolves, she retains the passion and attention to detail that has been her trademark for almost two decades in the industry.

"She has an incredible ability to take your ideas and organize them into a fluid style that continues to evolve as your big day approaches," says Mackenzie Aiken, who was married in September. "Ours was the first event in which Holly was the event manager, but you would have thought she had been doing it her whole career. From the resources she was able to come up with and having her working with various vendors to be sure everything was in place, we never had to worry that something would go wrong. Everything was beautiful and perfect and we know she had a huge hand in that."



BLOGGING HAS OPENED A NEW WINDOW TO THE WORLD FOR CHAPPLE, PROMPTING HER TO STYLE RECENT PHOTO SHOOTS SUCH AS THIS ONE WHERE SHE USED PROPS FROM HER FATHER'S HEIDER'S COUNTRY STORE FOR A FARMER'S MARKET-THEMED LOOK.

TERRA DAWN PHOTOGRAPHY

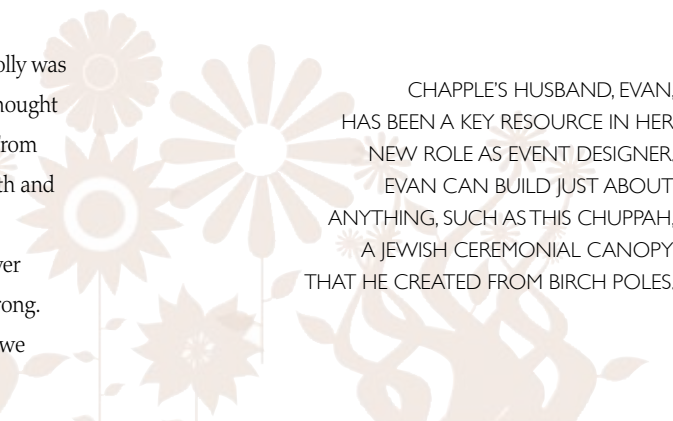


FOR AN AUTUMN WEDDING THIS YEAR, CHAPPLE DESIGNED A TART STATION USING MASON JARS FILLED WITH PUMPKINS, APPLES, LEMONS AND PECANS TO INDICATE THE FLAVORS OF THE TREATS.

KRISTEN GARDNER PHOTOGRAPHY



HER LOVE FOR ANTIQUES OFTEN LEADS CHAPPLE TO UNEXPECTED FINDS THAT MAKE CLEVER AND UNIQUE ACCENTS, LIKE THIS FARM TABLE USED TO SERVE DRINKS AT A RECENT RECEPTION.



CHAPPLE'S HUSBAND, EVAN, HAS BEEN A KEY RESOURCE IN HER NEW ROLE AS EVENT DESIGNER. EVAN CAN BUILD JUST ABOUT ANYTHING, SUCH AS THIS CHUPPAH, A JEWISH CEREMONIAL CANOPY THAT HE CREATED FROM BIRCH POLES.



TOP: GENEVIEVE LEIPER PHOTOGRAPHY
THIS PHOTO: ABBY JIU PHOTOGRAPHY



AS HER FLORAL BUSINESS HAS FLOURISHED TO UP TO SEVEN WEDDINGS A WEEKEND, CHAPPLE TURNED HER EYE TO NEW CHALLENGES. "WE WOULD RATHER DO TWO TO THREE REALLY NICE, SIGNIFICANT WEDDINGS THAT WE CAN REALLY MANAGE, OVERSEE AND REALLY PUT THE HOLLY CHAPPLE STAMP ON. WHEN MY TEAM AND I JUST SHOW UP WITH THE BOUQUETS, BOUTONNIERES AND CORSAGES, SOMETIMES THE EVENT ISN'T NECESSARILY MY STYLE AND THE COHESIVE LOOK IS MISSING. IF I'M INVOLVED I CAN HELP CHOOSE THE LINENS, CHINA AND RENTALS, AS WELL AS HELP DEVELOP A THEME. WE ALSO OFFER SOFTWARE THAT HELPS BRIDES MANAGE THEIR WHOLE EVENT, FROM GUEST LIST TO SEATING CHART. I WISH EACH WEDDING COULD BE A FULL-THROTTLE, COMPLETED LOOK THAT HAS MY NAME ON IT." BRIDES SUCH AS MACKENZIE AIKEN AND KATHRYN DUNCAN, WHOSE OCTOBER WEDDING IS SHOWN ON THESE PAGES, HAVE HIRED HER TO DO JUST THAT THIS YEAR.

PHOTOGRAPHY THESE PAGES BY GENEVIEVE LEIPER PHOTOGRAPHY

THE HOLLY HEIDER CHAPPLE STAMP



THE GROOM'S SKETCH OF A TREE WITH FALLING LEAVES, USED IN THE COUPLE'S SAVE THE DATE CARD, INSPIRED CHAPPLE TO CREATE THIS PLACECARD BOARD – A STURDY DESIGN BUILT BY HER HUSBAND, EVAN.



CLEVER GRAPEVINE BALL ARRANGEMENTS MARKED THE AISLES.



KATHRYN AT FIRST DIDN'T WANT A CAKE TOPPER, BUT WENT FOR CHAPPLE'S SUGGESTION FOR A MONOGRAM MADE OF BARK WIRE INSTEAD.



CHAPPLE CREATED LOW CENTERPIECES IN BOXES OF OLD BARN WOOD AND MARKED THE TABLES WITH MINI CHALKBOARDS.



CHAPPLE TRANSFORMED EVAN'S CHUPPAH POLES INTO AN ECHO OF THE PLACECARD BOARD DESIGN TO FRAME WHERE THE COUPLE WOULD STAND DURING THE CEREMONY.



SMALL ARRANGEMENTS OF MOSS BALLS SOFTENED THE LOOK OF FOUR LARGE TREES IN THE CORNER OF THE ATRIUM.



PHOTOS BY MANDI

HOLLY'S PICKS

In her 19 years in the wedding industry, Holly Heider Chapple has worked with vendors throughout metropolitan Washington, D.C., and stands behind the efforts of her county colleagues. "Don't get me wrong, I love doing events in the city, but it's not as much of a team effort. We partner out here in Loudoun, and we all work together. When you love the people you work with you find yourself putting extra heart and soul into the job. There's just this kind of rhythm that we all have and it produces an event that is beyond anything, even in the city."

Below, Chapple talks about some of her favorite partners based in Loudoun:

PHOTOGRAPHY

I do of course adore flowers, but I think that photography is the most important thing and that you should never, ever skimp on your photographer. When all this is said and done, all you are left with are the images. They are the most important thing you will do on your wedding day, absolutely hands down. And then the flowers!

With photographers, I think it's so important for the bride and groom to feel comfortable with their photographer. Genevieve Leiper is just down to earth; she's got a big huge happy smile and a great attitude. You will never look back at your images and think that they were trendy. She's going to get the good, solid, clean shots. She'll get the fun in there too. You know, all the

cute little things where they're showing their socks and stuff, she's the complete package.

I also love Bob Updegrove. He has developed a huge following because he was a photographer for many of Loudoun's brides and grooms when they were in the high school. He would capture all of the sporting events and the award ceremonies as they were growing up. Most of the local couples know him and that creates a wonderful comfort level for the brides and grooms.

Joylyn Hannahs is another solid Loudoun County photographer. Her photography is fun, classic and clean. She also has a studio in downtown Leesburg, she is a remarkable artist and she is Loudoun County born and raised. Again, photography is your most important investment. Your photographer will give you your wedding to enjoy over and over again.

CATERING

I love Celebrations Catering and their staff never ceases to amaze me. Their food is very now, very trendy, very cool. We have been guests at several Celebrations Catering events and our whole family loves their food, and trust me it's hard to please nine people! They also have a truly delightful staff behind them and I admire their work ethic.

I also love Tusgies (Tuscarora Mill). They do a fabulous job and you can have the quality dinner that they offer in the restaurant, on site.

I adore Joan Wolford at Savoir Fare. She has a restaurant in Round Hill, where you can get a sneak peak of some of her wonderful edible creations! One of my favorites is her berry salad, and she uses local berries and cheeses for this specialty! What makes her so attractive is that she can encompass such a wide range, from



JOYLYN HANNAHS PHOTOGRAPHY



GENEVIEVE LEIPER PHOTOGRAPHY

very now, very couture food to very hearty solid Virginian cuisine.

Then there's also Karen Harper-Fuog (of Round Hill), another local caterer. I am always so impressed when I see her grilling vegetables on site. Karen is also a extraordinary baker and often does the wedding cakes in house!

VENUES

I am always taken aback by the upscale resort feel that Lansdowne has. We tend to take the things in Loudoun for granted and that's just a venue that is absolutely noteworthy. Even if your wedding isn't at Lansdowne, I would highly encourage having your guests stay there just because it's an awesome vacation experience. They offer seasonal music festivals, tourism options such as trips to the vineyards, and their Sunday brunch is a must! This venue is perfect for a destination wedding even if you are a local.

I adore the integrity that Thomas Birkby House and Whitehall Manor operate under.

Those venues are always meticulous, every single solitary spot is clean and the gardens are immaculate. I love the historic value of both of those properties.

The Birkby is in downtown Leesburg. I think your photographs and your options for getting images are amazing. I appreciate the fact that you have the option for an outdoor wedding but you also have a finished house that you're able to use.

Sometimes that's a problem with historical properties: some of the larger estates, not necessarily in Loudoun, don't really encourage use of the home and both of those venues do. They're also decorated and finished with lots of visual interest not just an empty void.

I feel completely at home at Whitehall, which also has a fabulous backup plan. If it should rain, you go into the ballroom and you marry in front of this old arched window that's just an architectural dream, and it's the old beveled glass, so it sparkles differently than regular glass. When they designed the new addition, they put a skylight in

the ceiling so even if it's a rainy day you still get a natural light that's like moonbeams.

Another place I'm falling in love with is Murray Hill, which has a view that absolutely blows my mind. You will have to work with rental companies if your event is of a certain size but the owner helps you orchestrate those. It's a truly remarkable place that literally sits on a cliff overlooking the Potomac.

For the wine fanatics our vineyards offer several incredible options but it's important to understand that the vineyards are working farms and open to the public. Understand that you may have a few tourists on site when you arrive but the staff will certainly have them cleared out long before the first guests arrive. There's a charm that no other venue can provide like a vineyard.

EVENT DECOR

My favorite shop that I always go to is On a Whim, a local antique store right down the street and across from my dad's store. Donna Troxler



GENEVIEVE LEIPER PHOTOGRAPHY

ABOVE AND RIGHT: WHITEHALL MANOR IN BLUEMONT



GENEVIEVE LEIPER PHOTOGRAPHY



THOMAS BIRKBY HOUSE
MICHELLE LINDSAY PHOTOGRAPHY



HOLLY HEIDER CHAPPLE, LEFT, AND BRIDE SARA FRANK
KIRSTEN GARDNER PHOTOGRAPHY




JOYLYN HANNAHS PHOTOGRAPHY

is an interior decorator and owner of that shop. Anything I decide I want for a wedding, she can find it: an old farm table, antique handkerchiefs, great cake plates, and beautiful vintage brooches. I've gotten beautiful brooches down there that we'll put on the stems of the bouquet, cinch it up and close it that way. Little things like that are priceless, they become an heirloom, and those are the details that make a Holly Heider Chapple wedding so special.

I moved in with them (as a vendor) right about the time the vintage craze hit the wedding industry. All of a sudden, I needed milk glasses, blue Mason jars, lanterns, old scales and wooden boxes. I just started going there and saying, "I

need 15 wooden boxes this weekend, can you guys get them for me?" and they would find it for me.

I buy them for an event, and if I can bear to part with them and don't see a need for them for an upcoming event in the future, then I take them down to my booth and put them up for sale. So it's really just been a neat mix. I do enjoy marketing and I've had fun letting the rest of the wedding industry know about On a Whim. I think you could walk through that door any day of the week and find inspiration and plan your whole entire wedding. One little handkerchief, tiny jewel or silver vessel can inspire a whole entire wedding theme. 



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