



SOMETHING BLUE

BRIDAL UPDO[®]
ON LOCATION HAIR ARTISTRY

2023
WEDDING SEASON
EST. 2016

WWW.SOMETHINGBLUEBRIDALUPDO.COM

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PROVIDING MORE THAN A SERVICE, IT'S AN *Experience*

Hi there! I'm Veronica Birtles, Owner & Hair Artist of Something Blue Bridal Updo®. I am both both honored and excited that you're considering me for your big day! I know how overwhelming it is to trust someone with your look on your special day. But I'm here to work with you to find the look that will have you feeling and looking your best from the first look to the very last dance.

As a Something Blue Bride, you can expect a unique beauty experience customized to meet your specific needs. It is my goal to make you feel comfortable, stress free and most importantly, to make your getting ready experience enjoyable on your big day.

Something Blue

My signature *Blue* bobby pin is my unique way of enhancing your wedding day experience. I discretely place a *Blue* bobby pin within every brides' style as my signature trademark. 



AWARD WINNING *Luxury* HAIR ARTISTRY



THE *Something* BLUE EXPERIENCE

01

INQUIRE

Yay! You just took the first steps.

02

PROPOSAL ESTIMATE

Once your headcount is confirmed for wedding day services & getting ready location has been decided, I will send over a detailed quote for you to view.

03

PROPOSAL & RETAINER

Once everything looks great with your proposal, next steps on securing your wedding date with me is a signed proposal & paid retainer. Retainer amount is applied towards your booking total.

04

YOUR BOOKED!

You did it! Your wedding day is officially booked & you are a Something Blue Bride! I am so excited to be a part of your special day.

05

THANK YOU!

Make sure to keep an eye out in your mail for something special!

06

TRIAL RUN

Trial run appointments are generally scheduled 1-3 months before your wedding date & done in salon. We will consult on styles you are comfortable in & do a trial run of your hairstyle of choice & place your veil/hairpiece. We will go over day of details & timeline during this 1.5 hour appointment.

07

2 WEEKS OUT

2 Weeks before your wedding day, I will reach out to confirm any last minute changes & send over a timeline of hair services for you to approve.

08

WEEK OF

The week of your wedding, I will reach out to check in & confirm final details.

09

3 DAYS BEFORE

Final payment of services is due at this time.

10

DAY BEFORE

I will reach out via text, MAINLY to say hi because I'm excited for your big day! lol

11

WEDDING DAY!

HOORAY! It's your wedding day! I will text to let you know I am on my way & my ETA. I arrive about 20 minutes early to setup & start services by our confirmed start time. Once Bride's hair services is done, it's time for my signature **BLUE** bobby pin to be discretely placed in the Bride's hair. Final touchups are done & now it's time to celebrate & enjoy your special day!

12

THANK YOU!

Thank you for being a Something Blue Bride! A few weeks after your wedding, I like to follow up via email to see how the rest of your wedding day went and would also love to hear any feedback/reviews on your experience with me! Make sure to keep an eye out in the mail for something special.



ALL INCLUSIVE PACKAGES

Why wait for the Honeymoon for a All Inclusive experience!



Opulence Package

10 hours

New for our 2023 wedding season!

- 1.5 hour Bridal trial run
- 1.5 hour bridal wedding day hair
- 10 Guest hair stylings.
- Something Blue Bobby Pin for the bride
- Bride second hairstyle service
- Deluxe Something Blue Bride gift
- Clip in extensions application cost waived for the Bride
- 10 hours day of
- 2 hour touchup service
- Full size hairspray
- Extra bobby pins
- Veil placement
- Parking costs waived
- 100 miles travel FREE
- Discounted travel rate after the first 100 complimentary miles
- Early start cost waived

\$3,000



Something Old

4 hours

- 1.5 hr Bridal trial run
- 1 hr bridal wedding day hair
- 4 Guest hair stylings
- Something Blue Bobby Pin for the bride
- 4 Hours day of
- 30 minute touchup service
- Something Blue Bride gift
- Veil placement
- Mini hairsprays
- Extra bobby pins
- Discounted travel rates

\$1,150



Something New Something Borrowed

4.5 hours

- 1.5 hr Bridal trial run
- 1 hr bridal wedding day hair
- 5 Guest hair stylings
- Something Blue Bobby Pin for the bride
- 4.5 Hours day of
- 30 minute touchup service
- Something Blue Bride gift
- Veil placement
- Mini hairsprays
- Extra bobby pins
- Discounted travel rates

\$1,300



5 hours

- 1.5 hr Bridal trial run
- 1 hr bridal wedding day hair
- 6 Guest hair stylings
- Something Blue Bobby Pin for the bride
- 5 Hours day of
- 30 minute touchup service
- Something Blue Bride gift
- Veil placement
- Mini hairsprays
- Extra bobby pins
- Discounted travel rates

\$1,450



Something Blue

5.5 hours

- 1.5 hr Bridal trial run
- 1 hr bridal wedding day hair
- 7 Guest hair stylings
- Something Blue Bobby Pin for the bride
- 5.5 Hours day of
- 30 minute touchup service
- Something Blue Bride gift
- Veil placement
- Mini hairsprays
- Extra bobby pins
- Discounted travel rates

\$1,600



A LA CARTE SERVICES

- | | |
|---|-------|
| • Bride wedding day | \$195 |
| • Bride only - <i>local weddings only</i> | \$250 |
| • Two Brides | \$390 |
| • Trial run | \$185 |
| • Bride hairstyle change | \$275 |
| • Bridal party hairstyle | \$150 |
| • Flower girl hairstyle ages 0-6 years | \$65 |
| • Ring bearer hairstyle ages 0-6 years | \$45 |

ADD ON SERVICES

- | | |
|--|----------------|
| • Bride clip in extension application | \$65 |
| • Bridal party clip in extension application | \$45 |
| • Holiday booking | \$175+ |
| • Additional artist | \$250 |
| • Extended Veil services | \$150 |
| • Touch up services | \$250 per hour |
| • Location change | \$150 |

LODGING

Hotel accommodations for the night before your event will be needed if your venue/getting ready location is located 75 miles or further from zip code 49456 OR located 50 miles or further from zip code 49456 with a start time of 6:00am or earlier. This cost is in addition to your travel costs.

TRAVEL

Travel rates for non package bookings is \$1.25 a mile roundtrip. Package bookings receive a discounted rate of \$1.00 a mile roundtrip.
Travel starts from zip code 49456

EARLY START

Wedding day start times before 6:00am MAY have an Early Start cost applied to the wedding day total. Early Start costs start at \$150



*Thank!
you!*

NEXT STEPS

I am excited to work with you! If you are ready to book your wedding date with me or would like a customized quote of your wedding day services, please send me an email providing the following information.

- WEDDING DATE
- VENUE/GETTING READY LOCATION
- HOW MANY WILL BE RECEIVING HAIR SERVICES THE DAY OF
- WHAT PACKAGE YOU ARE INTERESTED IN

To provide exceptional, quality and unforgettable experiences, spaces are limited. Please keep in mind that I can only reserve your wedding date with a signed proposal & retainer.

SERVICE AREA

GRAND RAPIDS, MI
MICHIGAN LAKESHORE
NORTHERN MICHIGAN
DETROIT, MI
SOUTHERN MICHIGAN
(ALL OF MICHIGAN REALLY)
DESTINATION



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