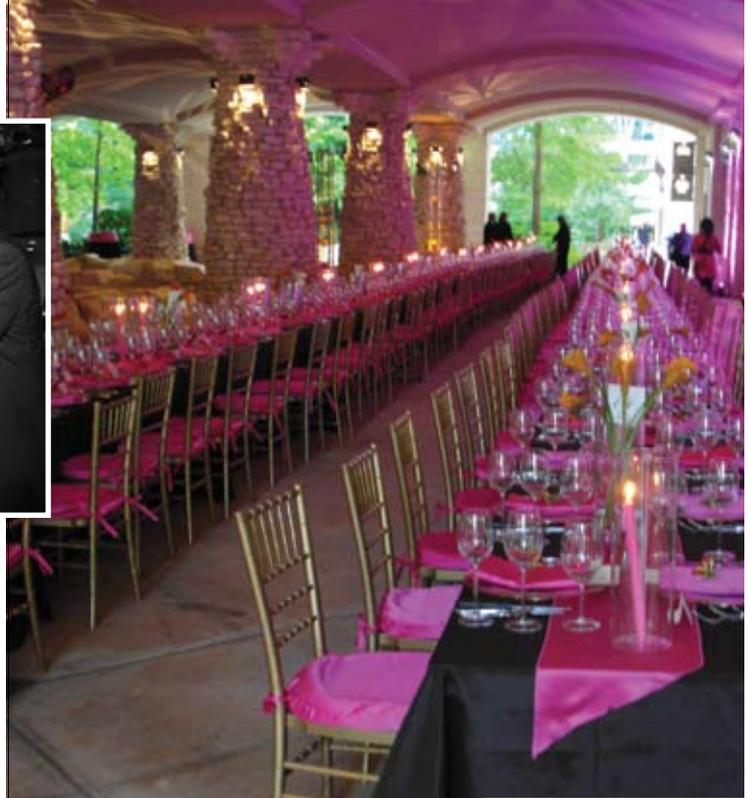


# extraordinary elegance



*Hip. Chic. Modern. Elegant. That's how Tiffany Rose identifies her personal style when it comes to planning events for her clients. Rose, owner of the event-planning boutique Extraordinary Settings Event Planning, ensures party perfection. Born in Charlotte, North Carolina, and having worked around the country, Rose graces Texas with her vibrant style. Planning her wedding to Malik Rose of the New York Knicks, formerly of the San Antonio Spurs, inspired her to make her passion a career. Now, with a hands-on approach, Rose stands out in the industry with her ability to thrive off her clients' visions and produce stunning results. Based out of New York and San Antonio, Rose enlightens *Brilliant* on what it takes to be a truly extraordinary event planner. JENNY HEISER*

**Brilliant: What does your job usually entail on a day-to-day basis?**

Tiffany Rose: For starters, I don't sleep at night because I'm usually on my computer figuring out how to get things together. Because I don't go to bed until 2 or 3 a.m., I answer phone calls and e-mails starting at 9 a.m. I find out who I need to meet with and what I need to do. I also try to make sure I'm always building relationships. Usually, I'm meeting with a new venue, floral designer, or something along those lines. Plus, in Texas, I've been branching out to Austin and Dallas area vendors. I seek out the best of the best because I want them to give my clients the best product.

**What would go into planning a \$100,000 budget party vs. a \$10,000 one?**

It doesn't matter what your budget is; the client wants everything to be beautiful. What's important is getting those elements in place at the venue and figuring out what we are able to do within the budget. If the budget is \$10,000 with 150 guests, they can't necessarily do a sit-down dinner. We can do something fun like margaritas and beer—just not a full bar. Guests will still have a great time because there's cake and libations. Of course, you have to figure out if your clients are the beer and margarita people or if they prefer wine and champagne.

**Aside from weddings, what other kinds of events do you plan?**

I plan grand openings and many other parties. I especially love planning milestone birthday parties when people turn 30, 40, 50, etc. I love to watch movies because that's where I get a lot of inspiration. I'm waiting for someone to have a birthday party where I can do a Greek Gods theme inspired by the movie *300*, or even a *Coming to America* theme.

**Where do you draw the line when a conflict of vision might happen between you and your client?**

It's their vision that I am trying to enhance. What I don't do is give

LEFT: TIFFANY AND MALIK ROSE. RIGHT: ROSE AND CALLALILY URN IN THE WATER; PHOTO BY KRISTIN VINING OF KRISTIN VINING PHOTOGRAPHY.

them something one-sided. I present several ideas as a hip approach to their concepts, and if they dislike them, then I go back to the drawing board. I do a storyboard with the linens, pictures, and all the elements in order to make sure that my client is satisfied before they walk into their event.

**What do you like best about your job? What is the most challenging?**

I love everything about it from the time that we do the invitations to the end result. I have a great group of young and vibrant girls who work with me that get in the spirit and have fun. However, it's a lot of work. There are people who love this industry but don't realize how much work it is.

**What's the hot summer trend for parties this year?**

Barbeques are making a comeback, but now they are much more elegant. For example, beautiful linens on a picnic table make an impact on the barbeque. Also, now it's the nice prints on linens that make it an elegant affair for family and friends. Other new trends in events are "wine tasting stations" and "venues with a view." Both are really huge right now.

**What are some exciting upcoming events for the future?**

There will be a bigger promotion for my business in New York in September. I don't necessarily want to do just brides there because I love to plan parties. I love corporate parties because you give them something different and beyond the stuffy parties they may have been having. Because I'm there half the year, I see so much. I don't just want to give them the every day with a ballroom; I want to give them fire and ice. I always tell my clients, if you want one hell of a party, I'm your planner.

