



ABIGAIL FOWLER  
DESIGNS, LLC

WEDDING INDUSTRY BRANDING  
NOVEMBER 2018 - PRESENT





**Sailboat Weddings is an Arkansas-based wedding planning agency that navigates the process to help happy couples have smooth sailing from the time the question is popped all the way to the “I do.”**

**Over the past 2 years, I’ve been able to help this company get their marketing on solid ground by providing guidebooks, advertisements, business cards, and material for bridal conventions.**



# REMOTE DIRECTING PHOTOSHOOTS

In the fall of 2018, Sailboat Wedding's owner, Kaitie, gave me a call needing an advertisement for *Arkansas Bride Magazine*.

Hearing more about what she wanted to convey, I noticed the pictures she had on hand didn't echo her passion and professionalism for her work.

Partnering with Andy Henderson, a Broadway photographer who was in Arkansas at the time, I remotely directed a photoshoot at the sailboat docks in Lake Degray all the way from my apartment in NYC.

This feat took an immense amount of planning and scheduling to pull off, but the photos we created helped make a stellar design as well as bold branding material.





# ADVERT DESIGNS

Using the photos from our Fall 2018 shoot, I've been able to produce advertisements to help the company have a professional foundation before they gained more photos from their clients.

These have been formatted to print in magazines, signage, as well as digitized for banner ads, social media, and email marketing.

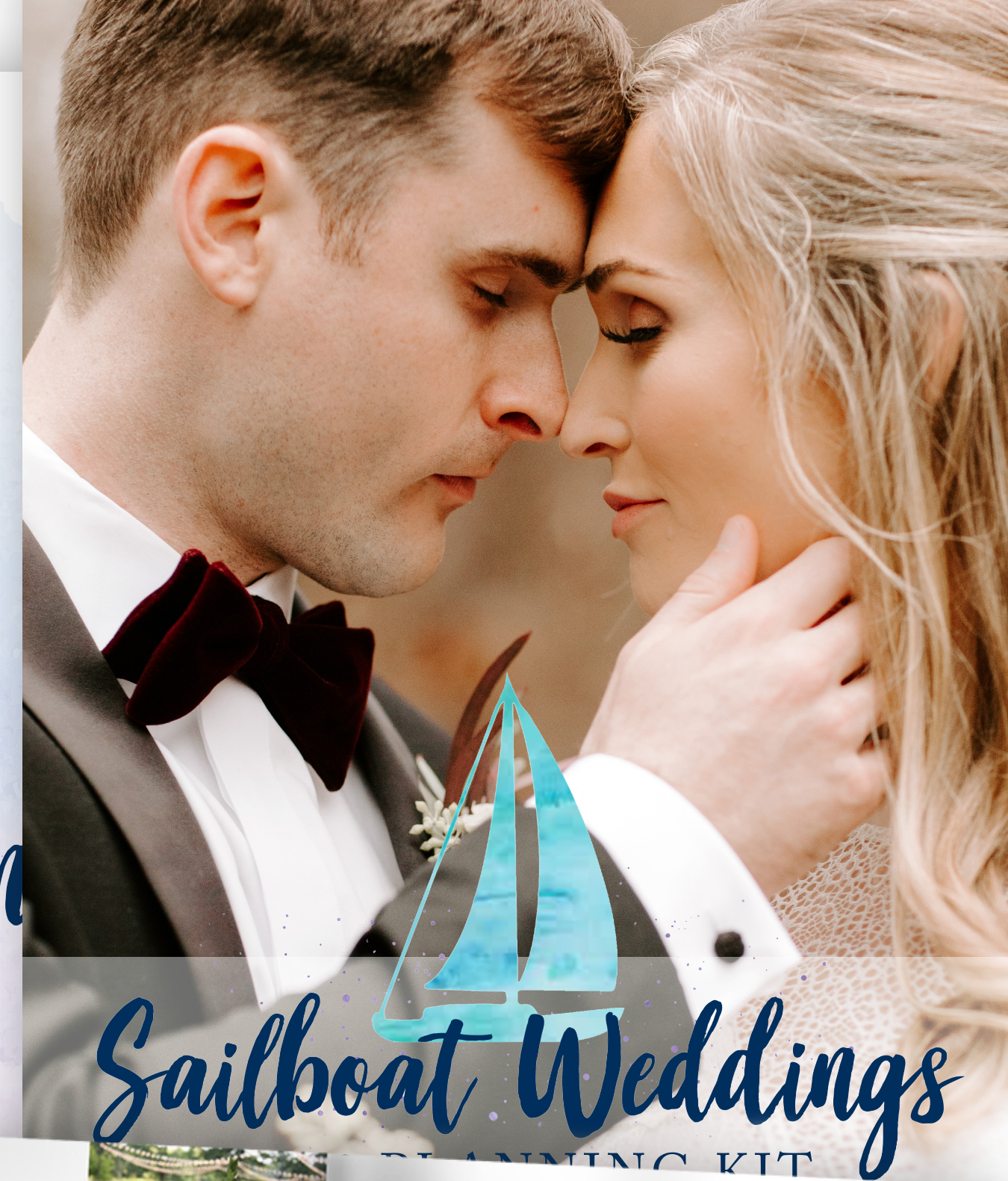




# RESULTS

Over the past two years, a cohesive brand has been formed to show the company's dedication to their couples and knowledge on how to smoothly sail through the industry.

I've produced a complete package of guidebooks, business cards, signage, advertisements, and we have more planned for the upcoming years.



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**THANK YOU!**

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