



Rosette Designs

WEDDING PLANNING . DECORATION

Company Profile

SINCE 2013

Welcome

to Rosette Designs, where we believe that every love story deserves a magical beginning and a lifetime of cherished memories.

As a premier wedding planning and decoration company, we are dedicated to crafting unforgettable experiences that transcend the wedding day itself, fostering lasting marriages for generations to come.

Our vision is simple yet profound: to create memorable weddings that serve as the foundation for enduring love stories, inspiring and guiding the unions of the next generation. At Rosette Designs, we are passionate about turning dreams into reality and ensuring that each couple's journey down the aisle is as beautiful as the love they share.

Join us as we embark on this extraordinary journey of love, commitment, and celebration.

Warm regards,
Hellen & Rosette Designs Team

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Established in 2013, Rosette Designs. is Singapore's premier event styling and wedding planning company. Embracing the philosophy that "A wedding lasts for a day, but a marriage lasts a lifetime," they offer a unique 2-in-1 service model, blending in-house design and decor with comprehensive planning, ensuring couples a holistic, memorable wedding experience.

To date we have served over 700 couples & companies in Singapore and beyond for the past decade.

It doesn't stop at providing wedding services; in 2023, it went a step ahead to help couples prepare for their marriages with the Premarriage Course.

Since then, Rosette Designs has branched out into Celebrations and Corporate Events, with the launch of Rosette Celebrates, focusing on serving corporate clients in the area of decor and styling.



Our purpose is to meticulously design stress-free and beautiful weddings that not only celebrate the love of couples but also provide them with a seamless transition into married life, fostering a strong foundation for their journey ahead

Our Vision: We aspire to create weddings that are not just memorable events but also serve as enduring symbols of commitment and love, inspiring and influencing the marriages of generations to come.

“Create
Memorable Weddings for
Lasting Marriages,
for the next generation”

History & MILESTONES

Company
Profile

CERTIFIED WEDDING PLANNER

Hellen & Winston got married. Hellen attended Institute of Certified Wedding Planning to do freelance wedding planning.



2010

TEAM STARTED

1st team member is hired!



2014

JOINT PARTNERSHIP

Started a joint partnership with Labelle Couture Bridal. Moved to Tanjong Pagar office.

La belle
couture

2017

DECORATED HERBALIFE'S GALA DINNER

Successfully completed major Gala dinner for Herbalife for 2500 guests at Marina Bay Sands.



2019

MEDIA FEATURED & INTERVIEWED

Featured and interviewed by CNA about wedding during Covid. Made 3 media appearances in TV and newspaper.



2021

10 YRS YOUNG TIKTOK 1.1M

Celebrate 10th Anniversary! Signed contract with Raffles Town Club as decor provider. Had the first viral video in Tiktok with 1.1 Million views



2023

2009



TOP WEDDING BLOG

Hellen & Winston started wedding blog "welovelaughkiss.wordpress.com". It became top wedding blog in Singapore.

2013



REGISTERED BUSINESS

Rosette Designs & Co was officially registered as a business.

2015



BALI WEDDING

Successfully completed first Destination Wedding in Bali. Moved to the first office.

2018



INTERNSHIP PROGRAMME

Started partnership with Singapore Polytechnic for Internship programme.

2020



COVID VIRTUAL WEDDING

Covid hit globally. Started offering Virtual Wedding Services. Conducted 10 virtual weddings.

2022



CNA PODCAST, YOUTUBE CHANNEL

Interviewed by CNA Podcast on Wedding Budget. Featured by the top Youtube Channel, Ladies First. Had 2nd workshop at Ubi

2024



CLUB MED PARTNERSHIP, SG'S 1ST WEDDING ONLINE COURSE

Launching Singapore's 1st Online Course for Wedding Planning. Partnership with Club Med!



Our

TEAM

We are female-led team that supports work & life balance for flexi hour mothers



Hellen
FOUNDER & CREATIVE DIRECTOR



Vivienne
WEDDING PLANNER



Eunice
WEDDING PLANNER



Ruth
LOGISTICS & OPERATIONS



Christina
FLORIST & DECOR STYLIST



Reiko
SALES & MARKETING



Amanda
SALES & MARKETING



May
PROJECT COORDINATOR



Fika
GRAPHIC DESIGNER
(JAKARTA BASED)



Raisya
PROJECT COORDINATOR
(BALI BASED)



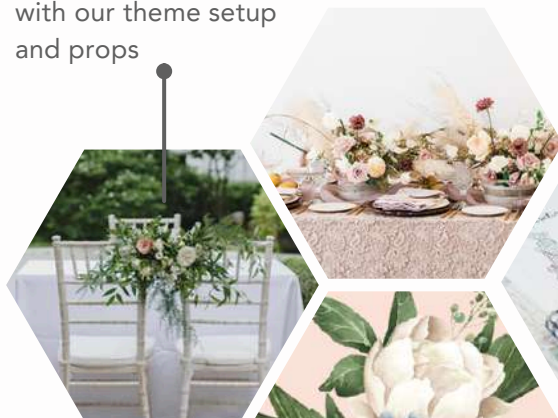
Shermaine
DECOR ADMIN

Our SERVICE

Company
Profile

DECOR & STYLING

Enhance your wedding with our theme setup and props



WEDDING BRANDING

Make an impression with personalised logo, invitations and paper goods



BESPOKE DESIGN

Express your own style with a customised wedding theme



Signature Service

Best combination for well-designed and well-coordinated wedding



FULL Planning

Let us guide you from the start to the end and everything in between



Actual Day Coordination

At ease during your wedding with 2-months planning and actual-day coordination



Our IMPACT

Based on the United Nations SDGs framework



3 GOOD HEALTH
AND WELL-BEING



Happy work space,
Positive transparent
workspace, Personal
Development for all
Staff

4 QUALITY
EDUCATION



Pre- Marriage
Course

5 GENDER
EQUALITY



99% Female-
run company

8 DECENT WORK AND
ECONOMIC GROWTH



Agile Model

10 REDUCED
INEQUALITIES



Employment
from across
the world

11 SUSTAINABLE CITIES
AND COMMUNITIES



Tied up with
charity to
upcycle
wedding fresh
flowers for old
folks home

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



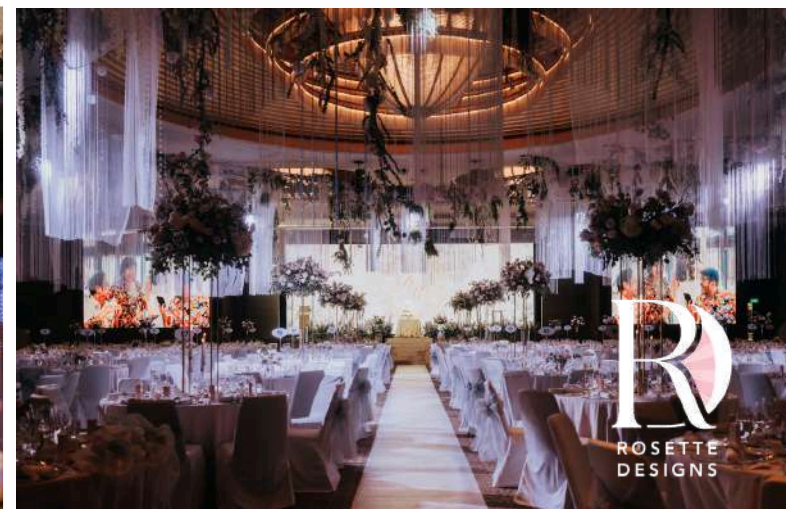
clean and reuse
artificial flowers to
reduce wastage

SUSTAINABLE
DEVELOPMENT GOALS

Wedding

PORTFOLIO

Company
Profile



R
ROSETTE
DESIGNS

Events

PORTFOLIO

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In the News

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bridestory



SPHmagazines

STYLE ME *Pretty*



THE STRAITS TIMES

SINGAPORE
BRIDES



In the News

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THE STRAITS TIMES

Virtual weddings will also continue to be popular, even with the easing of restrictions, say industry players.

Ms Hellen Lie, founder of wedding planning business Rosette Designs & Co, offers a virtual wedding package, with an emcee for the online stream on top of an emcee for the actual event.

Couples can opt to send a wedding kit to guests watching from their homes. Each kit includes a small bottle of champagne, an invite, a link to watch the live-streamed ceremony and a QR code for e-hongbao payments.

Ms Lie's clients, Ms Huda Rasid and Mr Taufiq Rashid, are not including e-hongbao payments for their guests who cannot attend, but are setting up a live stream for them to tune into the celebrations.



HELLEN LIE

Creative Director, Rosette Designs and Co



After eclipsing 'mythological' pole vault king Bubka, Duplantis eyes Tokyo gold

More news

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Rosette Celebrates their 10th Anniversary with Past & New Clients and Unveils Exciting New Offerings: Weddings & Beyond



Rosette Creative Events

3 October 2023 · 3-min read



SINGAPORE - [Media OutReach](#) - 3 October 2023 - As [Rosette Designs & Co.](#) gears up to celebrate its 10th anniversary with a cosy dinner on 10th October '23, the renowned creative event styling and [wedding planning](#) company reflects on a decade of turning dream weddings into reality. This special dinner, an exclusive invite-only event, will be a gathering of clients from the past ten years, celebrating their shared journey with the company. Established in 2013, Rosette Designs & Co. has consistently demonstrated its unique approach, seamlessly blending design, decor, and wedding planning to offer couples a hassle-free wedding experience.

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#trending: Inspired by Crazy Rich Asians, couple holds extravagant wedding at Gardens by the Bay



BY IZZAH IMRAN

Published June 21, 2023
Updated June 22, 2023



A Filipino couple's wedding at Gardens by the Bay (pictured) was inspired by a scene from the Crazy Rich Asians movie.

- The wedding of a Filipino couple has gone viral on TikTok
- Inspired by the Hollywood movie Crazy Rich Asians, the reception was held at the

R
ROSETTE
DESIGNS

Market analysis

Company
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The logo for 'Best Things' features the word 'Best' in a pink, cursive font and 'Things' in a black, cursive font.

#1 BEST WEDDING
PLANNER IN
SINGAPORE by Best
Things

The logo for 'Singapore Brides' consists of the words 'SINGAPORE' and 'BRIDES' in white, uppercase, sans-serif font, centered on a dark blue rectangular background.

Top 5th Wedding
Planners in
Singapore by
Singapore Brides



Top 5 Wedding
Planners In Singapore



HONEYCOMBERS

Top 10 Wedding
Planners in singapore
by Honeycombers

The logo for 'Musical Touch' features a stylized white 'M' on a red background, with the words 'MUSICAL TOUCH' in white, uppercase, sans-serif font to its right.

#Top 12 Wedding
Planners in Singapore
by Musical Touch



THE 13 BEST WEDDING
PLANNERS IN SINGAPORE

The logo for 'Singapore's Finest' features the words 'SINGAPORE'S' in small, gold, uppercase, sans-serif font above the word 'FINEST' in large, gold, uppercase, serif font.

14 Trustworthy
Wedding Planners in
singapore by Finest
Services

The logo for 'Perfect Weddings' features a pink graphic of two interlocking rings above the words 'Perfect Weddings' in pink, lowercase, sans-serif font, all on a light gray background.

Top 20 Wedding
Planners in singapore
by Perfect Weddings SG

The logo for 'Rosette Designs' features a large, stylized black 'R' with a pink rosette inside, with the words 'ROSETTE DESIGNS' in black, uppercase, sans-serif font below it.

Reviews

Company
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GOOGLE REVIEW



We have never engaged wedding or event planners before. Our close friends have also not engaged such services. To be frank, we were skeptical cos asking someone to coordinate all the vendors for you sounds like an easy job to me. So basically, a wedding planner does all that and MORE.

Rosette has a team of supporting staff to come in and help at different stages and areas based on expertise. The main coordinator, Vivienne stayed the same throughout so that there is continuity.

We gave them our ideas and they conceptualised and executed them. The venues were nicely done up to our expectations and the photographer and videographer from Movingstills.sg that they recommended us are professional and I appreciate that they give us lots of tips and advices along the way. I love the value added advice that comes with their experience in this line.

So we had a very chill and relaxed wedding celebration. Rosette coordinators did the timekeeping and made sure that everything happened according to schedule.

Rosette arranged Rae Lyn to be my dedicated 姐妹 for the actual day. She played the role of my best friend for that day, helping me with my gown, touch up my makeup and hair, carry my phone, take photos with my phone for me, etc. This is the true value of getting a wedding planner on your actual day. They are professional, they know how things are done. Imagine wearing the veil.

So the result is we had a great celebration, gotta drink and mingle with friends a lot and our friends were even happier that all they had to do was to enjoy themselves. Thank you; Rosette.

— Kelly Goh



GOOGLE REVIEW



Amazing wedding stylist! We have engaged Hellen from Rosette Designs for our big day. Throughout the discussions, Hellen has been very patience on understanding our needs, has been very helpful and prompt in their replies. They ownself went down to wedding venue in advance to better understanding the banquet floor plans with our hotel manger. Decor has been set up professionally and detailed.

We highly recommend Rosette Designs! Thank you very much for your time and effort, we really appreciated it.

— MeiJia Goh



GOOGLE REVIEW



Having to design your wedding theme from scratch is a tedious process, but you can trust Rosette to bring your ideas to life.

There were multiple back and forths, with my fiancé and I even proposing to change our theme significantly midway through. Rosette patiently discussed our suggestions with us in detail before providing us with an updated version that we loved.

Throughout our discussions, Rosette always made us feel heard. They are also very detailed and responses were thorough. Rosette constantly managed to advise us on what was both practical and aligned to the theme.

All in all, the journey with Rosette was a pleasure and they made decor planning a meaningful experience. Thank you May and Hellen!

— Serene Ting



GOOGLE REVIEW



Rosette & Co. delivered way beyond our expectations for our wedding and we couldn't be more thankful that we had them to do our wedding decorations. Every guest was in awe of the amazing work they did for us. We got them to do up a full build up art gallery for our wedding photos and a magazine booth which they have never done before they accommodated to our wishes and it turned out even better than what we expected!! We'll definitely recommend people looking to have beautiful decorations for their wedding to engage Rosette & Co.! We had a lead coordinator, Vivienne, who we couldn't thank enough and were extremely grateful to have her coordinate our wedding. She went above and beyond to ease our minds, ensuring everything went smoothly which it did, throughout the day. She woke up even before I did just to ensure my make up artist reached my place, I could go on and on to all the things Vivienne helped us with but it'll too long. In summary, we wouldn't have it any other way. Everything turned out perfect for us, thank you Rosette & Co. team, Helen and Vivienne for making our once in a lifetime event, an unforgettable one.

— Shermine Cheah



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