

# 94

FASHION  
ENTERTAINMENT  
LIFESTYLE

ORANGE COUNTY  
MAY 07



**MUSIC &  
NIGHT-  
LIFE**  
+ BEATS,  
VIBES,  
LIGHTS



the  
event  
loft

private  
parties

weddings

corporate  
events

The Event Loft in Corona Del Mar is a one stop shop for Event Planning with all the key elements under one roof.

To book a free consultation, please contact our Store Concierge, Chara Chamberlain.

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# contributors



## sarah dzida EDITORIAL

Sarah Dzida is a native Californian whose wanderings, wonderings and writings have taken her from the OC to around the world and back again. As a freelancer, she covers the events, people and spices that make places great, whether they are in Dublin or LA. When not tied to her computer or out on assignment, she loves the hunt for exotic cuisine or the pages of the classics.



## courtney smith PHOTOGRAPHY

As a current resident of Yorba Linda and a student at Cal State Long Beach, Courtney Smith spends most of her time in traffic. She is studying fashion merchandising and plans to pursue a career as a fashion editor for a magazine. Her goals include graduating in spring '08, moving to New York City and finding an adorable (and affordable) bulldog puppy to adopt.



## janie diaz EDITORIAL

An Arizona transplant, Janie Diaz has been living in LA's Wilshire District for a year and plans to stay put. The exciting mix of high fashion, progressive art galleries and culture clashes keep her on her toes. Diaz is an established Web content and copywriter with eight years of fashion, political and celebrity writing in her portfolio. Her Cuban roots also lend to her feisty personality.



## sarah mcclure EDITORIAL

After picking up her BA in journalism from Chapman University, Sarah McClure spent more time than she ever has traveling through Ireland, Spain, Morocco and London. She currently contributes as a freelance writer and photographer to various Orange County publications. She is also a volunteer writer with StandUp For Kids, a nonprofit that helps homeless children. McClure eagerly awaits the day etiquette authors Kim Izzo and Ceri Marsh put out their third book.



# party favors

## EVENT PLANNING IN ORANGE COUNTY GETS SIMPLIFIED

BY DEBBIE L. SKLAR PHOTOGRAPHY BY LLOYD ROSEN

Planning an evening soirée or other special event just became easier thanks to a couple of innovative women in Corona Del Mar. Adina Gallade and Jennifer Finster, partners in The Event Loft, which opened in March, are already busy.

Their most outrageous event to date? Tough to say, but when pressed, Gallade says, "I could go with the African-themed wedding, with the real lion present at the cocktail hour, with the 13 tribal dancers and drummer. Or I could go with the 30th birthday party for a six-month pregnant [woman] that wanted a go-go dancer pole at her party. She was definitely bringing sexy back ..."

So, what makes these women different from other party planners?

"At The Event Loft, we feel like we are helping people," Gallade says. "We do not turn our noses up at events just because they may have a lower budget — we treat everyone equal, which is a rarity in this business. If the date is available, it is first-come, first-served."

In addition, The Event Loft is a one-stop shop for event planning. "All of our vendors pride themselves on being just cool people to work with — they have hospitality down pat. Who wants stuffy? Especially when planning is supposed to be a fun process," she says.

Clients of The Event Loft lead different lifestyles, have various experiences and are molded individually by their surroundings.

"We are real people, with real lives, and real experiences, too," Gallade says. "We want our clients to feel like they are building a relationship with us, one they can depend on. We do not stop meeting with them or talking with them, or e-mailing with them, until their event is complete. It is similar to holding a small child's hand and leading them. We do it with a loving and caring environment and we like them to keep in touch."

And these women should know. Gallade comes from a family of creative types; her dad is an artist, and when she was young, she would watch her mother plan lavish cocktail parties for the art gallery.

"I would accompany my mother to the party for the earlier hours and I just loved dressing up and being among the art and the fun. Growing up, I was obsessed with my love for dance and music — this led to costume design, setting the stage, performances and entertainment," she says.

As a starving ballet dancer, she put herself through college by being a host, server, bartender, special events manager, catering captain, decorator, ballet teacher and an assistant coordinator. All of these eventually led her to pursue careers in the restaurant business, hotel business and nonprofit work, and now owning a fully functioning, full-time special events business.

During this time she built a friendship with Finster, who has a background in food, beverage and hospitality. Finster was focused on becoming a teacher, but Gallade convinced her that she should go after what she loves, which turned out to be working with Gallade and helping people plan the best days of their lives.

"Together, we have made The Event Loft happen and we are looking forward to a great future with the store," Gallade says.

Let the entertainment continue.

Host a soirée at [www.theeventloft.com](http://www.theeventloft.com)