

# 25

## TRENDSETTERS

THE NAMES, THE FACES, THE COOL STUFF THEY'RE DOING FOR WEDDINGS

Here, our second annual MODERN BRIDE 25—the experts you need to know in the bridal industry... from floral designers and cake bakers to ice carvers and registry wizards. We at MODERN BRIDE have a real love of all things original and are always in hot pursuit of the talented professionals who are bringing modern weddings to life across the country and around the world. Meet these one-of-a-kind innovators, embrace their fabulous ideas—and be inspired by their passion and creativity.

EDITED BY AMY GOLDWASSER



Terry deRoy Gruber

### TRAILBLAZING WEDDING PHOTOGRAPHER New York City

**What he's known for:** Pioneering a photojournalistic, storytelling approach to capturing couples' weddings on film

When Catherine Zeta-Jones and Michael Douglas cut into their wedding cake at The Plaza hotel in NYC, Terry deRoy Gruber was right there, capturing every moment. One of the country's most celebrated wedding photographers, he's known for dynamic portraits that make every album fit for Hollywood royalty. Gruber, who started his career photographing cats for a series of books, shot his first weddings in the mid '70s as favors for friends. He'd noticed that one wedding's photographer "had a camera that looked like a TV set," which limited his ability to

move around to get the great shots. Gruber realized he could fill the sizable gaps by operating unobtrusively from the sidelines, and he delighted the newlyweds with a set of lively photos that featured them in candid moments. His advice to brides is to look for a photographer whose portfolio shows an understanding of people—revealing their body language, their unspoken communication—rather than just how to make them look good. "It's like the difference between a popcorn movie," he says, "and one that stays with you for years." —Rebecca Flint Marx