

PLANNING WITH SOUL & PRECISION



CATERINA LOSTIA
W E D D I N G S & E V E N T S

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WELCOME

There is a particular calm that comes from working with a planner who has perfected the art of the invisible detail. Mine is a standard of service you are meant to feel rather than notice.

I pair meticulous technical oversight with an uncompromising eye for design, so that a celebration engineered with architectural rigour reaches you as something effortless.

My work begins with listening. Whether we meet over a glass of wine in an Italian garden or over a video call from your kitchen, those first conversations are unhurried on purpose: they are where I learn how you want the days to feel, and what your guests should carry home.

From there, we build.

Caterina
Founder & CEO



MEET CATERINA

Twenty-five years, one eye for luxury

I learned luxury where it is least forgiving: in fashion, in fine jewellery, in windows that had to be flawless before the city woke.
"I bring that same standard to a single evening in an Italian villa: an architect's discipline, a visual merchandiser's instinct, and a celebration that feels composed, never staged."



I am an architect of atmospheres.

More than 200 events later, that is still the only way I know how to work.

I trained as an architect, then spent years inside the world of luxury, first with fashion houses, later designing for Cartier and Tiffany, where excellence is not the goal but the starting point. That is where I learned what a millimetre costs, and how much of the final effect depends on what nobody ever sees.

Architectural rigour. Every sightline, every flow of movement, every structure is calculated with the precision I would apply to a building. Beauty that has to hold three hundred people is not improvised; it is engineered.

Pragmatic problem-solving. Ambitious events demand more than vision. A complex build in a remote location, a supplier who fails at the wrong hour, weather that turns, my training is what lets me solve these quickly and precisely, while the celebration continues as though nothing had happened.

True luxury is invisible. All of that engineering stays behind the scenes, so that you and your guests are free to be entirely present.

*"The most precise architecture is
the one that still remembers it was alive"*





THE ART OF EVENT DESIGN

Designing the Atmosphere

Design: the origin

The fil rouge, the palette, the scenography of every space. No supplier, no timeline, no detail is decided before I know which event we are building.

Everything that follows is a consequence of this.

Planning: design becoming method

Suppliers chosen for their ability to interpret the project, never for their availability.

A schedule built to protect rhythm and atmosphere, so that what was designed is not diluted in execution.

Coordination: planning becoming presence

On the days themselves, my team and I hold the thread, so that nothing conceived is lost in the instant it happens. Whether in a historic residence or a countryside estate, my role is the same: to translate your vision into a project that is coherent, technically sound, and welcoming, as though the space had been made for your guests.

FROM STRUCTURE TO PERCEPTION

Nothing is left to imagination alone

A space is never simply built; it is brought to life. Volume, light and proportion decide how a room feels long before anyone notices the flowers, and they are the first things I design.

What your guests will never see

Sightlines that place the ceremony where it can be seen from every seat. A flow of movement that lets three hundred people find their table without being told twice. Light that shifts with the hour instead of being switched on. These are structural decisions, taken months in advance, and they are the reason an evening feels effortless.

What you will see, long before the day

My moodboards are not suggestions: they are executive documents, shared with every supplier and followed to the letter. Renderings, material samples and floral mock-ups put the celebration in your hands while it still exists only on paper, so that what you imagine and what you live are the same thing.

*“Precision is not the opposite of emotion.
It is what protects it”*



DESTINATION IN ITALY

Italy is not a backdrop. It is a material I design with

Centuries of architecture, light and landscape are the raw substance of a celebration: a Renaissance courtyard, the silver light over a lake, the scent of a citrus garden at dusk.

My work is to read a place and shape it around you, until the country itself becomes part of the story. But Italy does not give itself easily. The most beautiful properties are protected monuments, with rules about what may be hung, lit or moved. Permissions run on their own calendar, not yours.

The finest artisans have no websites, and the road to them is rarely the one on the map.

A villa that photographs like a dream can have a single narrow entrance, no power beyond the courtyard, and a curfew at midnight.

That is the other half of my work, and the half you will never see.

“I carry the difficulty, so that Italy gives you only its beauty”.





DREAMY DESTINATION

The first decision and the one everything else follows from.

Where you marry sets the timeline, logistics, budget, and overall design direction. It is the first real choice we make together, and each region gives a celebration a different character:

The Lakes: arrival by water, formal gardens, an evening that feels enclosed and cinematic.

Tuscany: long tables, golden light, the countryside as the whole of the scenery.

Rome: grand historic estates twenty minutes from the centre, with interiors as beautiful as their gardens. The safest choice for a large celebration in an uncertain season.

Verona and the Veneto: Palladian villas and vineyards, for guests who want Italy without the crowds.

The Amalfi Coast and Sorrento: terraces above the sea. The most spectacular, and the most demanding to move a large group through.

Puglia: masserie and whitewashed courtyards, a lighter and more informal register.

Sicily: the most singular of all, from Villa Valguarnera to the Tonnara di Scopello, for couples who want to take their guests somewhere they have never been.

We choose together, guided by your taste, the shape of the days, and how many people you are bringing. Once the place is set, everything else can begin.

MY PRINCIPLES

A principle is only real if it costs something. These four do.

INDEPENDENCE

I accept no commissions from suppliers.

My fee comes from you alone, and every quote reaches you at the supplier's own price, with no mark-up. It means I can recommend the right florist rather than the one who pays me, and it is what makes everything else in this document worth reading.

DISCRETION

Much of my most demanding work is unpublished, protected by non-disclosure agreements.

Your celebration belongs to you before it belongs to my portfolio. If you would prefer that nothing ever appears anywhere, nothing will.

ONE AT A TIME

I accept no more than ten full-planning projects a year, and never more than one in a weekend. It is a deliberate limit on what I can earn, and the reason I am reachable on the days that matter.

NO TEMPLATES

Nothing I have designed before is used again.

Every project starts on a blank page, from your story and your venue which is also why I do not sell fixed packages.





ROAD MAP

ROAD MAP

*From the first conversation to the last hour.
Most projects run twelve to eighteen months.*

1. VISION · the first weeks

Before anything is decided, I need to understand how you want the days to feel, and how you want to work: whether you would rather choose every detail with me, or hand the vision over and see it complete. Both are fine.

Knowing which one you are is what prevents grey areas later.

2. THE FRAMEWORK · month one

A real budget and a real calendar. Not a range, but a document that says what each part will cost and by when each decision has to be taken. This is the step that protects every step after it.

3. THE DESIGN · months two to five

The identity of the event: palette, materials, scenography, the rhythm of the days. Nothing is booked before this exists, because anything booked before it would have to be undone.

4. THE TEAM · months four to eight

Suppliers chosen for their ability to interpret this project: florists, caterers, photographers, artisans. I negotiate and hold the contracts; you pay each directly at their own price.

5. PROTOTYPING · months six to ten

Renderings, material samples, floral mock-ups. You see the celebration while it can still be changed.

6. PRODUCTION · the final months

Procurement, permits, Nulla Osta, transport, timings to the quarter-hour and a second complete project, ready in case the sky turns.

7. THE DAYS

My team and I are on site from the first delivery to the last guest. You have nothing to hold.

*“Timings shift with the season and the venue.
The shape does not”*

IN THEIR WORDS

SARAH & AMIN

Florence - Villa Corsini a Mezzomonte

3 days · 300 guests per day · 35 nationalities · Featured on Green Wedding Shoes

"We are a Lebanese and Danish couple based in Canada, with a destination wedding in Italy. We knew we had to find a planner who would be understanding, flexible and adaptable to our specific needs, and Caterina was just that. From late-night calls to supplier negotiations, we could not have done anything without her. Her vast experience and connections reassured us that our vision was going to come to life exactly the way we wanted it to and it did."

SARA & MATT

Lake Maggiore - Villa Rusconi Clerici, Welcome party at the Hotel Majestic

3 days · 180 guests

"Caterina planned the most incredible three days of my life, starting from our intimate rehearsal dinner at a private villa, to a welcome party at a hotel, to the most gorgeous wedding in the world. Every detail was thoughtful and incredibly tasteful."

MOLLY & ARI

Sicily - Noto Dimora delle Balze · Hotel Gagliardi Terrazza · Baia Muri Beach.

3 venues · 75 guests · planned entirely by email and video call

"None of us had ever been to Sicily, let alone the hotel venue, so trust was a big issue. That trust was well-founded. The wedding weekend had a lot of coordination, and not a step was missed. It was quite a feat to get it right, and Cate and her team pulled it off beyond our expectations."

JUSTIN & ALBERT

Lake Como - Villa Balbianello · Villa Balbiano

3 days · 85 guests

"From our very first meeting almost two years earlier, to the very last, Caterina consistently brought professionalism, creative elegance, and a wealth of event and logistics planning experience to the table. Her approach allows you to dream big [...] but she ultimately lets you decide if your vision and budget align. Caterina and her staff were a calming presence amongst the chaos of an unexpected rainstorm and had planned for every contingency. Our guests left gushing about our special weekend."

MARTINA ZUCCHI FRUA

Turin - Castello di San Sebastiano da Po

2 days · 100 guests · featured in Vogue Italia

"The biggest nightmare for any bride is rain, and it decided to rain on that day. The entire wedding was planned outdoors, but thanks to Caterina's skills and her team, the whole event was moved indoors, and she made it even more beautiful than it would have been outside. She made the day beautiful and emotional, but above all, stress-free."

FILIPPO & FABY

Alba - Casa Scaparone
2 days · 50 guests

"Caterina takes your dreams and turns them into reality. Always present, meticulous, attentive to our requests, precise and punctual in the organization she even made some surprising suggestions that turned out to be the real highlight of the wedding."

ELENA & LEO

Stresa - Villa Muggia
1 day 50 guests

"Caterina listened to us, understanding precisely what we wanted and needed, and created a wedding that totally reflected our personalities, while staying within our budget. A professional like her comes up with surprising and innovative ideas that would never have occurred to us."

NAMI & MATTIA

Rome - Borgo della Merluzza
1 day · 120 guests · a Japanese-Italian celebration, the bride in kimono for the ceremony

"Even though it started raining during dinner, she promptly managed the situation, coordinated the catering, and rearranged the event, ensuring that everything went smoothly."



SELECTED WORK





FIRENZE
Villa Corsini

*A guest list from 35 countries, three event days,
one continuous design language.*

Featured on: **VOGUE**



PIEMONTE
Castello di
San Sebastiano da Po

An outdoor wedding rebuilt indoors in a single afternoon, when the sky turned and no guest noticed the change of plan.



Featured on: **LANE**



VERONA

Villa della Torre

A sixteenth-century property where ceremony, dinner and dancing each occupied a different courtyard, and the guests never retraced their steps.

Featured on: **WEZOREE**



COMO
Villa Pizzo

Three days on the lake shore, with guests, flowers and equipment arriving entirely by water.



COMO

Villa Balbianello Villa Balbiano

*Two protected historic properties in one celebration,
with guests moved between them by boat.*





SIENA

Borgo Stomennano

An entire hamlet taken over for three days, with the whole party living on site from welcome to farewell.





SORRENTO Villa Astor

A cliffside garden served by one narrow road, where every delivery had to be timed to the hour.

Featured on: **ELLE**



OSTUNI

Masseria Montalbano

*White stone, centuries-old olive trees,
an evening made to last forever.*



ONE VISION, THREE SCALES

I do not offer three services.

I offer one project, held from the first sketch to the last hour, which is why I take it on in full.

What changes between the three is not the level of care. It is the shape of the celebration: how many days, how many people, and how much of Italy you want your guests to see.

The pages that follow describe the three scales I work within.

None of them is a fixed package: each is a starting structure, shaped around you.

CONCIERGE SERVICE

The largest scale and the one where your guests become part of the project.

When two hundred people travel to a country they do not know, the celebration begins long before the ceremony: at the airport, at the hotel desk, in the message someone sends at eleven at night asking where the shuttle leaves from.

Concierge means that all of this is designed too and that none of it ever reaches you. Ideal for multi-day celebrations with guests arriving from abroad.

"The measure of this scale is simple: on the morning of the wedding, no one asks you a question."



Includes:

- Full event concept and design direction
- Venue scouting and management
- End-to-end planning and coordination
- Supplier selection and management
- On-site direction across all event days
- Transfers across all event days
- Rehearsal dinner, welcome party and farewell brunch
- Excursions and activities between the event days
- A dedicated concierge for your guests, from arrival to departure

My fee is a percentage of the total project, scaled to what we build: number of days, guest count, venue complexity and season. Full detail on page 27

WEEK END SERVICE

Three days, one place, everyone together.

The most natural shape an Italian wedding can take. Your guests arrive on Friday and leave on Sunday having spent three days with you, instead of four hours: a dinner the night before, the wedding itself, a long farewell breakfast and, in between, the hours people actually remember afterwards.

Ideal for celebrations built around a single place, with a guest list that can move as one group.



Includes:

- Initial consultation
- Venue scouting
- Design
- Planning and coordination
- Transfers across all event days
- Rehearsal dinner and farewell brunch
- Excursions and activities between the event days

My fee is a percentage of the total project, scaled to what we build: number of days, guest count, venue complexity and season. Full detail on page 27

ELOPEMENT

The smallest scale, and the least forgiving.

With ten people in the room, there is nowhere for a detail to hide. No crowd, no noise, no distraction: every flower, every line of the ceremony, every pause is seen.

An intimate wedding needs more design, not less.

I also handle the part that makes marrying in Italy complicated from abroad documents, Nulla Osta, civil and religious requirements, and the timing of each so that what remains of the day belongs entirely to you.

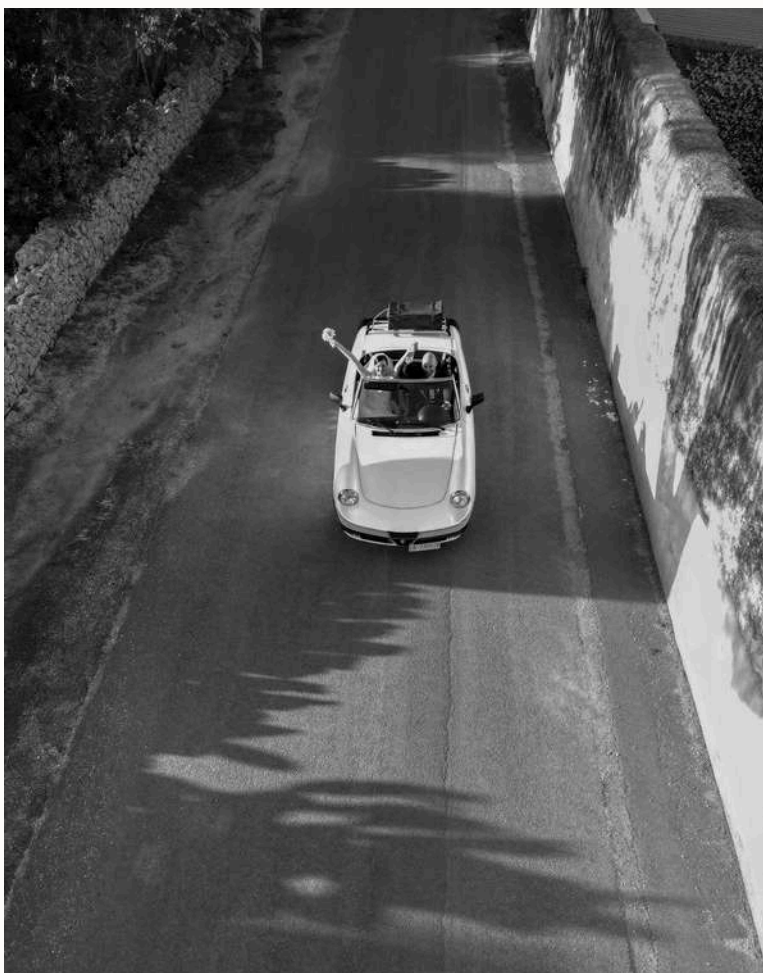
Ideal for celebrations of up to 10 guests.



Includes:

Initial consultation
Venue scouting
Design
Planning and coordination
Legal and documentary process, including Nulla Osta
Transfers for the event

A percentage of the total project, scaled to days, guests, venue, and season, and the only money I make on your wedding. Full detail on page 27.



INVESTMENT

*I'm paid by you, and only by you.
Everything on this page follows from that.*

FEE STRUCTURE

HOW MY FEE IS CALCULATED

A percentage of the total wedding budget, indicatively 15%, with a minimum fee of €5,000 for small celebrations with simple logistics, scaled to the number of days, the guest count, the complexity of the venue and the season.
The more the celebration asks of me, the more of me it receives.
There are no fixed packages, because there are no fixed weddings.

WHAT YOU PAY EVERYONE ELSE

Nothing passes through me.
You receive each supplier's original quote and invoice, at their own price, and you pay them directly, while I hold the negotiations, the contracts and the oversight.
I accept NO commission and no kickback from any supplier which is precisely why I can tell you when something is not worth what it costs.

WHAT IS INCLUDED IN MY FEE

Design-planning-Coordination
3 meetings in person
15 video calls
2 site visits, with or without you
1 attendance at service testing
On-site direction across all event days
Unlimited emails.
The coordinators and support staff required on the event days are quoted separately, in proportion to the size of the celebration. Hourly rates apply only to consultations requested beyond this scope



WHEN YOU PAY

AT SIGNATURE

30% of the estimated fee, which confirms your date. Alongside it, a 2% deposit against the costs I will incur on your behalf; it is set against the final balance.

DURING THE PROJECT

The remainder of the fee, either monthly or tied to the milestones of your calendar. Which of the two, and on what dates, is written into your agreement before you sign it.

SIXTY DAYS BEFORE THE WEDDING

The balance of the fee, together with all costs for materials, travel and expenses advanced on your behalf.

TWENTY DAYS BEFORE

Any unforeseen additions agreed after the balance, invoiced with their receipts. Nothing is left to settle after the wedding.

PAYMENT METHODS ACCEPTED



BANK TRANSFER

Preferred for its ease and security



CREDIT CARD

3% processing fee will apply

THE QUESTIONS EVERYONE ASKS ME

Answered here as I would answer them on a call

I. VISION AND DESIGN

How will you make sure the wedding looks like us, and not like your previous weddings?

It starts with a long conversation and a detailed questionnaire not only about what you like, but about how you want your guests to feel when they walk in. From that I write the design brief: palette, materials, scenography, the rhythm of each day. Nothing I have designed before is reused, which is also why I take on only ten weddings a year.

Do you only work full-service?

Yes. Destination weddings are logistically complex, and holding the entire lifecycle first concept, venue scouting, suppliers, technical coordination on the day is what allows a design to survive execution. Taking on half a project would mean promising a result I no longer control.

Will we see the design before the wedding day?

Always, and in your hands rather than on a screen: renderings, material samples and floral mock-ups, well before anything is built. See page 7.



2. LOGISTICS AND TIMING

How far in advance should we start?

Twelve to eighteen months. Italy's finest venues and suppliers are booked further ahead than most couples expect: for a weekend in high season, eighteen months is not caution, it is arithmetic. Shorter timelines are sometimes possible, and I will tell you honestly whether yours is one of them.

How many weddings do you take on?

No more than ten a year, and never more than one in a weekend.

It is a deliberate limit on what I can earn, and it is what allows me to answer the phone on the days that matter.

Will you be there on the day?

Yes. I direct every phase myself, from the first delivery to the last guest, with my team on setups, suppliers, and timing. You will not meet me at the signature and someone else at the altar.

How will we work together from abroad?

Scheduled video calls for project reviews, WhatsApp for quick decisions and images, and email for contracts and documents. I reply within the same working day, and when something depends on an Italian supplier's office hours, I am the one waiting for them to open, not you.

What if we cannot come to Italy before the wedding?

Then you will see it through me. Some of my couples have never visited the venue before their arrival, so I provide renderings, video walkthroughs from site visits, material samples sent to you, and my own honest opinion on every option. It requires more trust, and I have earned it before Molly and Ari married across three venues in Sicily, even though I had seen none of them.





3. SUPPLIERS AND BUDGET

How is your fee structured?

A percentage of the total wedding budget indicatively 15%, with a minimum of €5,000. Full detail on page 27.

Do you handle supplier contracts and payments?

I negotiate and hold every contract on your behalf. You pay each supplier directly, at their own price: no money passes through my account, and I take no margin on anything. Your control over costs stays absolute, and my judgment stays free.

Can we bring our own suppliers?

Yes. I have a network built over twenty-five years and continuously reassessed, but I am glad to work with people you already love. They simply coordinate with my studio in line with the project's standards and calendar.

4. WHEN THINGS GO WRONG

What is your Plan B if the weather turns?

I never design without one. Plan B is not a fallback: it is a second complete project same atmosphere, same elegance drawn and costed alongside the first, ready the moment the sky changes. It is also why I steer large celebrations towards venues whose interiors are worth using.

How do you handle Italian bureaucracy and language?

This is where I earn my place. Nulla Osta, civil and religious requirements, permits for protected properties, the paperwork every municipality does slightly differently I manage all of it, and I speak to everyone involved in their own language. You will never be asked to interpret an Italian form.

Has anything ever gone wrong?

Constantly, and quickly. I have replaced an entire set of non-compliant furniture one hour before the doors opened, and rebuilt a timeline on the spot for a bride caught in traffic. Both celebrations ran as though nothing had happened, which is the only measure that counts.

5. INVESTMENT AND FEE STRUCTURE

Why a complexity-based fee?

Like an architecture studio, what I sell is design and responsibility, not hours.

A fee structured this way keeps my time entirely focused on finding the best solution for you and entirely outside any supplier's commercial logic.

Is there a minimum budget you work with?

No. There is a minimum fee of €5,000, which applies to small celebrations with simple logistics, where a percentage alone would not cover the work involved. Everything above that is a percentage of the budget. What decides whether I am the right person for you is not the size of the celebration but its ambition: an intimate wedding designed with care can ask more of me than a large one that runs itself.

Is 15% what we will actually pay?

Consider it a working range, published so that you can tell straight away whether we are in the same territory. I would rather you knew now than after three emails. The real figure depends on things a page cannot know: how many days, how many guests, which venue, which season, and how much of the project you want me to carry. That is what the first call is for. Afterward, you receive a proposal written specifically for your wedding, with the full fee stated before you commit to anything.



6. OTHER

Can you produce a ceremony from our own culture or religion?

Yes, any faith, and any tradition. I have built a Japanese-Italian celebration in Rome, with the bride dressed in a kimono by her mother's friends before the ceremony, and worked with Lebanese, Danish, and North American families in the same room, at a wedding that brought together thirty-five nationalities. Rituals are not decoration to be added at the end: they shape the timeline, the kitchen, and the room, so I need to know them from the first conversation. Dietary requirements, kosher, halal, vegetarian, allergies, are planned with the caterer from the outset, not accommodated at the last minute.

One practical note: only certain religious ceremonies carry civil effect under Italian law. For all the others, the celebration is paired with a civil ceremony, in Italy or at home.

I will tell you at the start which case you are in, because it changes the calendar.

What languages do you work in?

Italian and English throughout, in writing and on calls. For any other language, I arrange professional interpreters for the planning conversations, if you prefer, and for the event days if your guests would be more comfortable. It has never been an obstacle: I have worked with families who shared no common language.

What happens if we have to postpone?

We find a new date together, and quickly: with venues and suppliers, speed is what preserves your options. My fee transfers to the new date in full; you do not pay me twice for the same wedding. What I cannot move on my own are the commitments already made on your behalf: every supplier has its own terms, and some deposits are due on specific dates while others are not. I renegotiate each one personally and tell you in writing what is recoverable and what is lost before you decide anything. Postponements happen. They are handled, not survived.

Do we need to provide anything for you and your team on site?

Meals on the event days, and accommodation when the venue requires an overnight stay. Both are agreed upon and costed in advance, and appear in your budget from the beginning, never as a surprise at the end.



MEET THE TEAM

I design. They make sure nothing rests on a single pair of hands.

A celebration of three hundred people cannot depend on one person, and I would not want it to. Architecture, flowers, fabrics, graphics, guest care, contracts: each is held by someone who does only that, all year round. It is what lets us move quickly when something changes at the last hour and ensures that the design leaving my desk is the one your guests actually see.



PAOLA

Legal and administration.
Lawyer and accountant; contracts and agreements.

EMAIL:
AMMINISTRAZIONE@CATERINALOSTIA.COM



MARIANNA

Wedding planner and coordinator.
Planning, coordination, and on site on the event days.



ROMINA

Content and photography.
What has to be captured is decided before the day, never discovered on it.



VERONICA

Concierge and guest experience.
Your guests before they arrive: travel, accommodation, and everything between the event days.



IVANA

Flowers and welcome.
The floral project and the reception of your guests on the event days.



MONICA

Set-up and visual. Every installation, from the build to the final placement of the last object.



JAANA

Office and supplier liaison.
Every communication with every supplier.

EMAIL: INFO@CATERINALOSTIA.COM



FLAVIA

Graphic design. Every printed and written element, and on site on the event days.



AMANDA

Fabrics and décor. Twenty years in fabric setting and scenography.

NEXT STEP



There is only one.

Before I prepare anything for you, I would like to talk.

A thirty- to forty-five-minute video call tells me what no written brief can: how you imagine the days, what will matter most to your guests, and what the budget needs to protect.

Everything I send afterward is built on that conversation, never a standard proposal.

BOOK A CALL

direzione@caterinalostia.com

+39 335 661 9265

WhatsApp welcome

I work on Central European Time and will gladly meet you at your hour.

*After the call: a proposal built around your scope,
then contract and date.*

*I accept no more than ten projects a year,
so dates close early.*

THANK YOU

If what you have read sounds like the way you would want to work, I would like to hear about your celebration: the shape of the days, the people travelling, what you are most looking forward to and what worries you slightly.

If it does not, I hope some of these pages are useful to you anyway.
Choosing well matters more than choosing me.

Caterina Lostia
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Founder & CEO

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WhatsApp welcome

www.caterinalostia.com

@caterinalostiaevents

Headquarters Turin

Office Milan



LANE VOGUE WEZOREE la Repubblica

STYLE ME Pretty

WEDDING CHICKS

Misselle ROUGE

White

BRIDES

EVENTI CULTURALI



CONFIDENTIALITY & INTELLECTUAL PROPERTY

THE CONCEPTS, DESIGN APPROACH AND FEE STRUCTURE SET OUT IN THIS DOCUMENT ARE THE INTELLECTUAL PROPERTY OF CATERINA LOSTIA WEDDINGS & EVENTS, AND ARE SHARED WITH YOU FOR THE PURPOSE OF CONSIDERING A POSSIBLE COLLABORATION. PLEASE DO NOT REPRODUCE OR CIRCULATE THEM FOR ANY OTHER PURPOSE WITHOUT WRITTEN CONSENT.

TERMS OF ENGAGEMENT

ALL TERMS PAYMENT MILESTONES, CANCELLATION AND POSTPONEMENT ARE GOVERNED BY THE SERVICE AGREEMENT SIGNED FOR EACH PROJECT.