

LAKE MAGGIORE WEDDINGS

Insider's Magazine

Hidden Corners,
Extraordinary Weddings

Opening Note

Some places become famous long before we ever see them. We recognise them through photos, social media and carefully curated travel guides. They become symbols of beauty, destinations that many couples naturally dream about when they begin planning a wedding abroad.

In destination weddings, choosing where to celebrate is about far more than selecting a beautiful backdrop. Every destination has its own rhythm, atmosphere and personality.

It influences how the day unfolds, how guests experience every moment and, ultimately, how the memories are created.

The most extraordinary weddings rarely begin by following what everyone else has already chosen. They begin with curiosity, trust and the willingness to look beyond the obvious.

This month, we invite you to discover why some of the most meaningful celebrations are found in hidden corners —places that don't compete for attention, but quietly become unforgettable.

Because sometimes, the most beautiful destination isn't the one you've always known: it's the one you haven't discovered yet.



BEYOND THE FAMOUS: FINDING THE PLACE THAT TRULY FITS YOUR STORY

When couples start planning a destination wedding, they often begin with the places they've already seen.

Lake Como.

The Amalfi Coast.

Tuscany.

Beautiful destinations, without question, but the right destination isn't always the most famous one.

Sometimes it's the quieter village no one suggested; sometimes it's the smaller lake hidden behind the well-known destination; sometimes it's the place that doesn't immediately impress on a screen, but completely changes how you feel once you're standing there.

One of the most rewarding parts of my work is helping couples look beyond expectations.

Not because famous destinations aren't beautiful, but because every couple deserves a place that reflects their own story rather than someone else's idea of perfection.

Over the years I've learned that extraordinary weddings are rarely created by copying what already exists.

They're created through curiosity, through exploring places that haven't yet become obvious, through asking different questions:

- How do you want to feel when you arrive?
- What kind of atmosphere do you imagine sharing with your guests?
- Where will your memories naturally belong?

These questions often lead us somewhere unexpected.





Lake Mergozzo is one of those places.
Small.
Quiet.
Authentic.

Many international couples have never heard of it before our conversations begin.

Yet, once they visit, something shifts: they stop comparing destinations, they simply recognise the feeling.

The same can happen on Lake Orta, in small lakeside villages, hidden gardens or private historic villas that don't dominate social media but create unforgettable experiences.

Designing a wedding has never been about finding the most famous view: it's about discovering the place where every decision suddenly feels effortless.

Because when the destination truly belongs to you, everything that follows becomes more natural.

Luxury isn't always found in the most exclusive destination. Sometimes it's found in the privilege of discovering a place that feels as though it was waiting just for you.

Because the most memorable weddings are never designed around popularity: they're designed around people.

Take Notes

The expert's thought

Extraordinary weddings rarely begin with famous places.

They begin with curiosity, careful listening and the willingness to explore beyond what everyone else already knows.

Sometimes the perfect destination isn't the one you've been dreaming about for years: it's the one you haven't discovered yet.



Wedding Inquiries

To explore more

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Send your inquiries to

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Let's connect (pics & stories)

[@fabrique_weddingexperience](https://www.instagram.com/fabrique_weddingexperience)

Let's connect (professional)

[@agnese-bruschi-wedding-planner](https://www.instagram.com/agnese-bruschi-wedding-planner)

Fabrique Lago Maggiore Wedding Experience designs and coordinates destination weddings on Lake Maggiore, guiding couples through a complete and intentional planning journey.

The focus is on structure, presence and creating experiences that feel authentic, personal and effortless.

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