

MahwahPatch

Veteran Wedding Planner Sets Up Shop In Mahwah

New business to town has over 20 years of experience with brides and grooms

By Jessica Mazzola

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Twenty-one years ago, James Anthony was a college student who started DJing parties to pick up some extra cash. "I saw from working at weddings how chaotic the day could be for the bride and groom, so I got the idea for this business, and started it while I was still in college," Anthony said.

Pure Platinum Party Entertainment was formed on the idea that multiple wedding services could be offered and coordinated through one company. The business started out offering clients photography, videography and entertainment options all for the big day.

"I started realizing that there were great things I could do to help my clients' weddings go smoothly," Anthony said. "Like, if I sat down the photographer, videographer and entertainment before the reception, it allowed for a much more organized party with these different people all being on the same page. At other parties, they were all meeting each other first-time when they got there. I knew my way would be better."

Anthony's idea worked. Since 1991, his award-winning business has successfully grown to the point where he is the consultant in several area David's Bridals in NY and NJ, chatting with brides about booking while they try on gowns. Until last month, Anthony, his staff, and the network of entertainment, photo and video professionals he works with did not have a centralized location.

"We knew Mahwah would be perfect," he said. "It is centrally located in our service area, and we have such a large clientele base in Bergen County that we knew we needed to be here."

Pure Platinum Party Entertainment held a soft opening of its new flagship location, at 180 Franklin Turnpike, last month.

According to Anthony, the dedicated space will allow the business to expand. "We are growing into a full-service day-of planner." The company is adding services like wedding planning, invitations, flowers and limousines to its offerings. "We want to be innovative, and allow our potential clients to see everything that we do. For us, this space will become kind of like an expo."

Up until this point, the firm only planned weddings. However, with the new location ready, Anthony said he'd begin coordinate other, smaller parties like Super Sweet 16s, Christenings, fundraisers, birthdays, anniversaries, etc.

Even with the new tasks the firm is taking on, the owner says he will remain a "hands-on," as he has always been. "We will still have three to four meetings with a client before the wedding, and focus on customer services," he said.

By combining some new services with his 21-year-old work ethic, Anthony said he is excited for what the future holds. "I think I've always been a true romantic, and for me, I have a passion for bringing out what the day really means to the bride and groom. I am so excited to have our Mahwah office to help us do that even better."