



EXPOSED

Elizabeth Lewis

FOUNDER, THE NOUVEAU ROMANTICS

Though Elizabeth Lewis has hung her hat in Vancouver, Montreal and New York City, it was here in Austin that she found the creative community she was looking for. Architecturally trained and with a meticulous attention to detail, Lewis brought her design sensibilities to The Nouveau Romantics, her comprehensive wedding planning and production company. “It was an easy transition from architecture to event design—both are most concerned about the human experience and the way it unfolds,” she says. Offering event, floral and paper good services, in addition to planning, Lewis works closely with couples to create an enchanting wedding day, from the perfect venue down to elegant place cards. She begins the design process by getting to know her clients and developing inspiration boards before seeking out vendors, negotiating contracts and designing décor. Finally, on the big day, you’ll find Lewis and her team coordinating the day-of details to ensure a memorable celebration. “We are truly the only company in Austin that provides planning, design and floral and paper goods under one roof,” Lewis remarks. “It’s a big job, but nothing is more gratifying than looking around and taking in all our hard work.” While she describes her own aesthetic as “natural and slightly rustic” with a timeless quality, Lewis ultimately strives to capture the unique personalities of the couples she serves. “Our main focus is telling their story,” she says. “We hope those who know the couple walk out saying, ‘that was so them.’ For us, that’s the best job done.” *For more information about Elizabeth Lewis’ work, visit thenouveauromantics.com.* **L. SIVA**

9 QUESTIONS
FOR ELIZABETH

What three things would you take with you to a desert island?

My husband, our dogs, some necessary music—which is pretty indicative of my priorities in life!

What is the most beautiful place in the world you’ve visited?

NYC. Morocco. A place so steeped in history, in age, that it’s hard to fathom what has gone on in its streets over time. My sense of time and evolution of world history has become more acute these days, and I find myself drawn to places that have strong cultural traditions. Turkey is up next!

What was your favorite possession as a child?

A hand-crocheted childhood blanket made by my paternal grandmother that I still have. We don’t have a lot of family heirlooms, so our few handmade items are

especially precious.

What are you most proud of?

I’ve moved around both Canada and the USA and have been able to cultivate a supportive community, eventually thriving in these places, despite the fact that I’ve usually arrived knowing no one. It was difficult at times, but it’s made me realize that my father’s advice of “you can do anything you set your mind to!” is true!

Where and when are you the happiest?

Possibly in a canoe, in the northern untouched wilderness of Canada, in the summer, swimming in lakes. The Northern Stars. Or else atop a mountain. I’m a proud Canadian!

If you were an inventor, what would you invent?

Teleporter. Flying is my least favorite activity hands down, but I’m a wanderer, and I can’t help it. I want to see the world but skip the recycled air and unfortunate food, please-and-thank-you!

What is one thing most people don’t know about you?

I have dreams of taking up my long-lost competitive rugby career. I hear Austin Women’s rugby team isn’t half bad...

If you weren’t in your current career, what would you be?

I always wanted to be the architectural curator at the MOMA, because I love connecting people to other interesting people, places, things. And what an opportunity it would be to be involved in the discussion of how design and ideas should be presented to the public! I suppose it gets back to my love of storytelling, which is the heart of what I love to do.

What is the biggest obstacle you have overcome?

Starting and developing The Nouveau Romantics have forced me to own my entire personal and work history—mistakes, lessons learned, triumphs, all of it—and realize how much that has been integral in how I work and how I interact and work with my clients. But at the same time, this realization is really empowering.