

# Speedy Footwork

*Michelle Pierre-Carr is well on her way to ensuring her new business will produce the same excellent results as that of her acclaimed athletics career. Anna Pink finds out just what drives this local businesswoman*



Speedy footwork took Michelle Pierre-Carr to the final of the 1997 World Championships and also the 1998 Commonwealth Games where she won a silver medal in the 4x400 metre relay. A decade later Michelle has launched a new venture, Pierre Carr Exclusive Tropical Weddings, offering a personal wedding design and co-ordination service for the modern stylish bride and groom looking to take their vows in the Caribbean.

**Q: What inspired you to organising weddings?**

A: As well as being an international athlete I had a successful career as a broadcast journalist. But I think when you get married or go through a life-changing event you reassess your life. For a long time, I had been looking to do something different and wedding design really fits in with my creativity, organisational skills and ability to consistently deliver.

**Q: How is your company coping during these hard times?**

A: Since we launched (seven months ago) we have had good responses, which shows people still want to get married. But it's also down to good market research before starting up.

**Q: How did you come up with the idea to plan weddings in the Caribbean?**

A: I got married in Jamaica myself and found it hard to plan from so far away. My company provides the personal service that a special day requires and bridges the gap for UK couples wanting to tie the knot in the Caribbean. I think in this current climate people want value for money. Marrying abroad has become more popular as people feel that they can get more for their money.

**Q: Why the Caribbean?**

A: My family are from the Caribbean and from childhood right up to now, I have spent and still spend my summers there. So I understand the people and the culture very well.

**Q: What do you offer that other companies don't?**

A: As a wedding design service, Pierre Carr Exclusive Tropical

Weddings allegiance is to the client. We have first-hand knowledge of the Caribbean which give us a wider pool of venues for couples marrying abroad to choose from, and not just the resorts. This helps us to really reflect the personality of the couple and fulfil the vision of their special day. Aside from finding the perfect location, we offer a variety of services. For

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a bride who wants a stress free engagement we provide a full planning service where we work with the client from start to finish, alternatively we offer individual services for brides who are happy to just get help in specific areas. We supply a quality, personal service and as we only work with likeminded

individuals we only recommend the best suppliers who will put the couples' needs first.

**Q: Why book through you and not organise it independently?**

A: Planning a wedding is stressful. Planning a wedding overseas takes that stress to a whole other level! So it's all about reducing stress, saving time and costs and that's what my company can provide.

**Q: What made you choose to set up your company in Croydon?**

A: I had an idea and with the help of Croydon Enterprise I was able to turn that dream into reality. There is a lot of support for business start-ups in the Croydon area (Michelle lives in Croydon but works in Beckenham) and having lived here for the majority of my life I wouldn't want to be anywhere else. *Pierre Carr, Exclusive Tropical Weddings: 0208 144 8053. [www.pierrecarr.com](http://www.pierrecarr.com)*

