

Pretty special

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Abby Ayeh said her investment management background, international roots and creative flair offer a unique expertise in the New Jersey event management business.

Her firm, Pretty Posh Events, based from her home in North Brunswick, assists engaged couples, party hosts and the corporate sector with event planning, designing and styling, and organizes and coordinates events of all kinds. Occasions range from elegant fairy-tale weddings, to business and social events, including her personal favorite -- kids' celebrations.

While having a successful career in the world of hedge funds, Ayeh understood she always had a passion for fashion design, interior design, eclectic art and photography.

Born and raised in Ghana, she was greatly influenced by her mom's catering business, she recalled.

"I spent a tremendous amount of time around baking and party planning. She catered for all types of events, and having been a flight attendant prior to starting her catering business, my mom incorporated an international flair into her work," said Ayeh.

Additionally, through work, leisure and school, she has traveled globally and said she incorporates elements of what she has seen and experienced.

Ayeh holds a bachelor's degree in finance and an MBA in finance and marketing from Rutgers Business School.

"For the last five years I've planned and designed events for friends and family, but I officially established this business last year," she said. "Obviously my past work life has been heavy on the financial and managerial dimensions, but both of these elements have been extremely instrumental in my approach to establishing and running my business, and also comes in handy with helping my clients with organization and budget management."

Ayeh acknowledges that the event-planning arena is a competitive space.

"The industry is growing by the day, making it more essential to find a way to stand out amongst the lot," she said.

She said she offers clients distinct advantages.

"First we determine what our fees will be upfront and we work exceptionally hard to hunt down bargains and pass it on to our clients. We have established relationships with so many amazing vendors who discount their pricing for our clients. We help our clients maximize their budget, putting emphasis on the elements that are most important to them. We also have a very meticulous approach to planning every event so we alleviate stress from our clients so they can enjoy the event to the fullest," Ayeh added.

She also said the design elements in her events are chic and unique.

"We absolutely love carrying intricate and custom design elements throughout an event to create a look that reflects our clients' vision."

When not planning events, Ayeh spends time with her husband and two children.

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Abstract (Document Summary)

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