



Photo by Alice Keeney

Valerie and David Gresham are bonded by betrothals.

Instead of date night, David and Valerie maintain a passionate marriage through a project. Their affinity for photography turned them toward the bridal business and bolstered their idea for the Charleston Multicultural Bridal and Events Association in 2012. They noticed the need for a greater variety of cultural representation in the local bridal market, with vendors from all backgrounds available for diverse weddings. So despite their separate careers—Valerie teaches composition, American, African American, and multicultural literatures at College of Charleston and David is a mechatronics engineer—the couple is in constant communication. CMBEA is “something to keep our marriage lively in common interests.” Initially, David was inspired by Valerie’s academic insight that “multiculturalism is everyone.” He wanted vendors to learn to promote themselves “in a more proficient manner.” Together the two give brides the gateway for information about experienced multicultural vendors and wedding trends. “It’s like a communion of our souls and our efforts and our spirits.”