

Times are Changing – Offering More Ways to Say Goodbye

Times are changing and the requests for personalised funerals are on the increase. Funeral directors are now often being asked to help with a photo montage, a filming of a funeral, a harpist or to the other extreme six stilt walkers dressed as butterflies or a hundred fire lanterns to be sent into the sky.

Families are now asking that if their loved ones favourite colour was red, for everyone to wear red instead of black. So if they loved camping why not remember them with a roaring camp fire under the stars... if they lived for fine wine and French cheese why then serve tea and sandwiches? Families do want to leave more of a lasting memory...

This presents a challenge to the funeral industry because traditionally they have offered a range of services but are now being asked to provide more and are calling on the services of companies such as Sentiment Ltd to help them.

Sentiment was founded in 2006 to be a service to all that wanted to personalise a funeral. Louise Harris started the company after her own experience of loss. Louise comments, "The funeral industry and families turn to Sentiment for many reasons. We often help organizing those personal extras for a funeral and provide photo and video montages

set to music to be shown at the funeral service or wake. It is sometimes impossible to sum someone's life up in a 20 minute service, a photo montage takes all the unsaid words and gives the room a glimpse of that person's life, the music and the images are incredibly powerful – it's a great comfort to the family and friends who attend the funeral."

Louise spent years contemplating the concept of Sentiment before finally deciding to take the plunge. A sentimental at heart Louise felt she could mix her schooling in life with her 10 years experience in event organization and production (including large scale events such as The Urban Music Awards to live festivals, entertainment management for parties – for clients as diverse and demanding as Elton John, Lord Archer, and blue chip corporations like Coca Cola, O2 and Sony Ericsson).

We feel there are so many more ways to say goodbye and celebrate a life. Every person is unique, therefore we offer a range of services to cater for those individual needs and fill a gap in a market that can often be closed to new ideas.

For further details contact 01628 523 016 or see www.sentiment-ltd.co.uk, www.sentiment-farewells.co.uk & www.sentiment-productions.co.uk