

Creating Your Dream Wedding

THE INDIAN WEDDING SPACE IS CONSTANTLY EVOLVING. TRRISHANT SIDHWAANI TELLS BINDU GOPAL RAO HOW HIS FAMILY BUSINESS DREAMZKRAFT IS PART OF THIS CHANGE

The big fat Indian wedding has only gotten bigger and fatter and no one knows this better than Sundeeep and Priti Sidhwaani, the couple behind DreamzKraft – a luxury wedding planning and décor company that they set up two decades ago. Their son Trrishant, who joined the business four years ago, now heads its planning division and ensures that the

latest in technology is put to good use, simplifying the wedding planning process.

Born in Mumbai, he completed his schooling at Arya Vidya Mandir and the International School Bangalore, after which he moved to the US for a double major in Finance and Marketing at the Kelly School of Business (Indiana University). Once back home Trrishant found, “Watching

my mother work on wedding sets, I was naturally drawn to the entire process and began absorbing the nuances of production and planning that lead up to the perfect execution. I did not have to think twice about joining the family business!”

The DreamzKraft website, launched in 2019, is a unique wedding portal that offers national and international customers a chance to design and customize their weddings with a range of hand-picked vendors providing services right from make-up and *mehendi* artists to DJs, photographers and bartenders. “The aim is to make wedding planning easier for brides and grooms. We have also developed an app to further the same purpose, which we will formally announce very soon. It will make for an exceptional client-interface and has numerous features as well. Apart from this, we are taking on international clientele and have opened up an office in Jaipur last year as well.”

Trrishant and his team have executed several weddings but he counts the one at Umaid Bhawan Palace, Jodhpur last year as memorable. “Being a heritage palace, the venue came with its own set of challenges; with a list of do’s and don’ts. Surpassing those challenges to set up the beautiful décor that

complimented the grand structure; and providing an unforgettable experience for our bride and groom was very satisfying. Apart from that, planning my own wedding in December 2018 was undoubtedly the most special for me. I took every chance to implement all the ideas I had that would make for a perfect wedding celebration with extreme detailing and new themes.”

As far as new age wedding trends are concerned, Trrishant says, “A natural earthy opulence is ruling on the décor front, where those looking for elaborate and intimate celebrations are doing so by going more organic. Modern speakeasy bars, multiple artists for guest entertainment, and intimate pre-wedding celebrations with close friends held overseas as a prelude to the wedding celebrations are some trends that are getting quite popular.”

Looking ahead, he hopes to expand the business and explore new markets to become a one-stop shop for all wedding needs. “We already undertake international projects and I am looking to grow it further and take my company to the top, be number one, and build a large conglomerate,” Trrishant concludes ambitiously.

