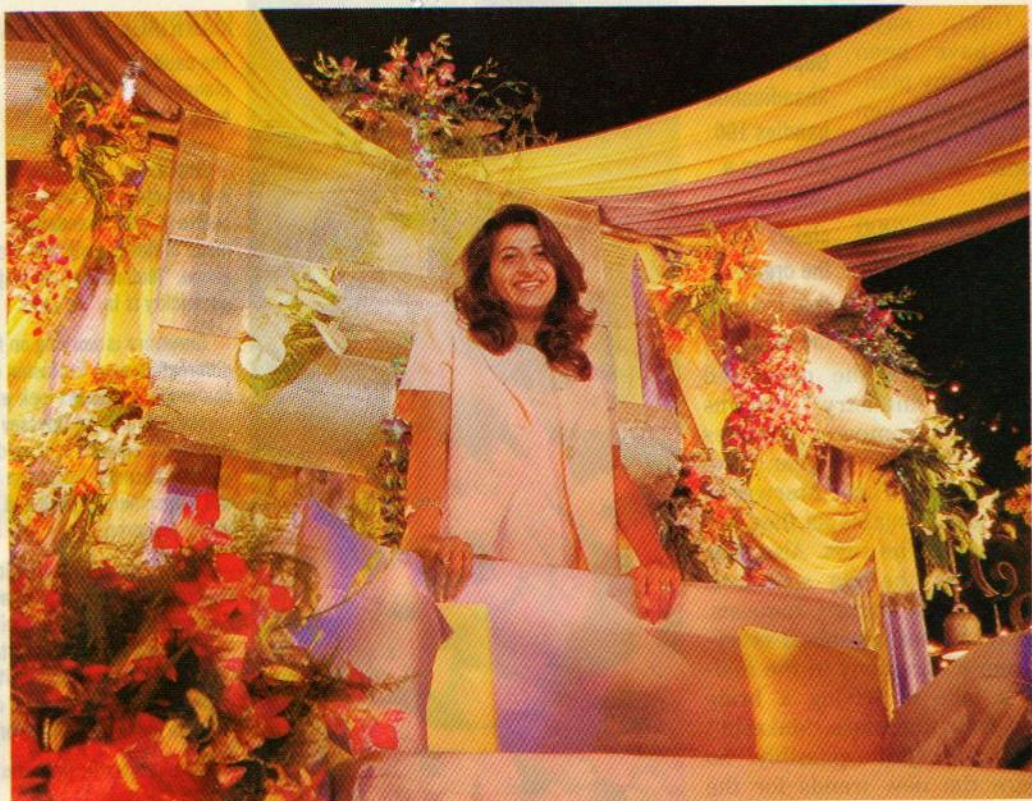


SIMPLY **DELHI** lifestyle



**Trendspotters**  
Sarid (right)  
is an expert  
in creating  
architectural  
replicas;  
Raheja is  
busy scouting  
new wedding  
destinations

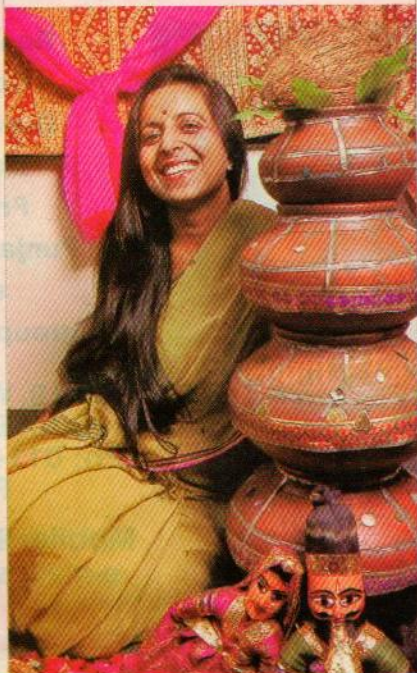


next season? Gupta scrolls to 'Trends' (see box) on his laptop. "It's going to be about lighting and structure," he says proudly.

The carnival plays on at Diivyaa Gurwaara's Bridal Asia. She set up Bridal Asia in 1999 to steer her husband's event management firm into giving the great Indian wedding a designer facelift. Her events marry sense with scenic beauty and leave tedious implementation to others. She says, "We give ideas and put people in touch with vendors." Uniting disparate worlds has become a trademark of Bridal Asia. Catering to the bling brigade means Gurwaara is fiercely secretive about her "friends". Her favourite accessory could be her Nokia Communicator, which—like her diamond earrings—rarely leaves her ear. "It's the little details that count," she says. So when Gurwaara says pink, it's not typically pink pink that she means, it could be a pale shade of salmon.

Dream weaver might be an apt title for wedding planner Meher Sarid. "Everyone comes to me with a dream," she says wistfully. As

the champion frontrunner of the trade—she set up Wedding Art in 1991—it's no surprise that she is as busy as a beaver. But Sarid has it planned with mechanised precision. Her fabrication unit can put any film crew to shame (remember the Sahara wedding?). "I've specialised in creating architectural replicas for weddings," she says.



Combining restraint with exuberant colours, Sarid plays with mood-based lighting effects. Her labels for wedding sets have fashion incantations—the prêt line can be used at a nominal cost while couture is for high heaven. Plagiarism doesn't worry Sarid. "If people are copying me, then I must be doing it right," she shrugs.

Neeta Raheja of Creative Explosions too set up camp in the early 90s. "I keep repositioning myself to cater to people's needs," she says. Having worked for the likes of Ansals and Mittals, she has created everything from Arabian themes to Japanese pagodas for weddings. Clearly, she was ready for the klieg lights before they were ready for her.

Even as every wedding planner claims to be "revolutionising" the business, this sub cult is here to stay. "What's up, family?" is the name of their game. Battling the burgeoning travails of tradition, they iron out the wrinkles in the deal. They are the go-to-guys for sure-fire hits and make sure, quite literally, that your wedding goes off without a hitch. ■ by Supriya David