

NaariSringaar

Your wedding curation by Kajal

1. What do we aim to solve

Your Weddings and events are special, we understand that, we understand the emotion behind it, every decision behind it, every action behind it.

To make your day stand brighter, we at Naari Sringaar help you with:

- Curating your outfits to match your taste and budget
 - Build a wardrobe that you can take home with you
 - Show you options curated from across the country, so you don't have to visit places, saving you time and energy
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2. How we do it

- **Discovery session:** Understand your style, budget, functions, and vision
 - **Curated shortlist:** Handpick designers and outfits that fit your requirements
 - **Virtual + in-person trials:** Try curated looks without running around stores
 - **Final styling:** Match accessories, footwear, makeup, and hair for each function
 - **Wardrobe planning:** Pin down looks for each event so nothing clashes and everything feels consistent
 - **Execution support:** Coordinate alterations, deliveries, and timelines so it's stress-free
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3. Who it's for

- Brides
 - Bridesmaids
 - Family of bride/groom
 - Busy professionals
 - Out-of-town weddings
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4. What makes us different

- Centralized curation (countrywide sourcing)

- Taste-led selection, not commission-led
 - Wedding-wide wardrobe planning (not just outfit shopping)
 - Saves time, travel, and decision fatigue
 - One point of accountability
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For Kajal (INTERNAL) — Kaise kar sakte hai

There are two Main things here:

1. Client sourcing
 2. Wardrobe sourcing
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1. Client Sourcing

Channels:

- Kajal has internal connections (Eventers)
 - Instagram page query
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What are we giving to eventers

Eventers get to sell an Add-on service which helps them position that they as an eventer have a full end to end solution of events by adding NaariSringaar to their brochure

- Better wardrobe = better photos
 - Better photos = better portfolio for the eventer
 - Color-coordination across functions helps their decor + photography pop
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How will Eventers make money

Two possible models:

- Referral fee (eventer gets % or fixed cut)
- Kajal can suggest more here

2. Wardrobe Sourcing

What are we sourcing:

- Outfits from designers across the country
- Accessories, footwear, jewelry, hair + makeup alignment
- Rentals + region-based sourcing + existing wardrobe reuse
- Trial pieces (virtual + in-person)

How is Kajal Sourcing

1. Soni maam for initial phase
2. Find early stage designers who want their work to be seen (these people will agree fast)