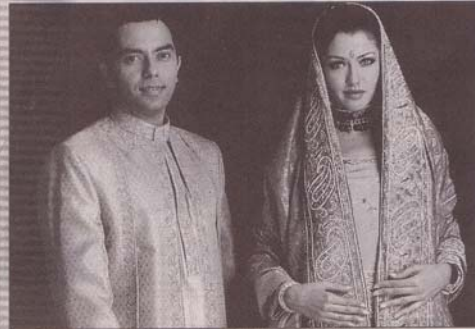


T.O. DO

A discriminating guide to Toronto today



South Asian wedding clothing highlights the Kismet show.

For marriage-minded

NOTEWORTHY

Kismet

BY SHANNON PROUDFOOT

If you believe in fate and love, the International Centre has a dose of kismet for you tomorrow. Kismet — A South Asian Wedding Affair will feature more than 150 exhibitors providing wedding services with Eastern flair.

Parag Shah, the founder of two South Asian online dating services, decided to organize Kismet after taking note of the lucrative market in South Asian weddings: the festivities usually last for three or four days, he says, and cost around \$100,000. "We sized it at about a \$10-million market."

Shah says he collaborated with three other businesses that had an interest in South Asian culture and in wedding planning. In addition to featuring a variety of wedding services, Kismet will offer work-

shops, including one on affordable options for wedding decor.

And if it's a theme wedding you're after, there's a participating company who will help you organize it, whether it's a modest scenario or an opulent \$30,000 recreation of a Rajasthan palace to more modest scenarios.

One of the big trends these days is to mix traditional and modern elements: "You'll find that more and more South Asians are incorporating some sort of contemporary, or Western, type of feeling into their wedding," Shah says.

This cultural exchange will also appeal to couples of other backgrounds who want a touch of the exotic, says Shah, at least partially prompted by the current "rage that is the Eastern flair."

■ Kismet runs from 11 a.m. to 7 p.m. tomorrow at the International Centre, 6900 Airport Rd., Mississauga. Tickets are \$5.

National Post