

w3.wedding

Luxury weddings • planning • registry • marketplace

Positioning

w3.wedding is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitive differentiation.

Why it wins

- Weddings are high-ticket — One of the biggest consumer categories with emotional and financial weight.
- Built for conversion — Exact-match naming improves click confidence for planners, venues, and couples.
- Modern gifting rails — Optional narrative: verifiable registry gifts, memberships, and modern settlement experiences.

Best-fit buyers

- Luxury wedding planning firms scaling into platforms
- Venue marketplaces and booking engines
- Registry and gifting companies
- Wedding media and discovery platforms
- High-end concierge and event operators

Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer