

DESI BRIDE DREAMS

Sharn Khaira Bio Sheet





Long Bio:

Sharn Khaira is a luxury wedding planner in Asian and Fusion weddings at Desi Bride Dreams. She is an advocate for Asian Female Entrepreneurs and has set up the AFEC (Asian Female Entrepreneurs Collective) to help others be successful in business.

She loves helping female entrepreneurs step into their purpose, and she views it as an honour to watch as they discover the best versions of themselves while creating the impact and income they crave. She believes you can build the life you desire because anything is possible. Why? She has walked the same path.

She grew up on the roughest streets of Swindon surrounded by drugs and prostitutes. Then she became a bullied corporate employee where she felt stuck, unfulfilled, and miserable. Through every phase of my life, she never failed to realise she held the power to change my own course. So, I decided to leave my high-flying marketing agency role with a firm belief that I was meant for more than days spent working 9-5 with a mere 4 weeks of holiday per year. She was laughed at but she knew I had it in me.

For Sharn, Desi Bride Dreams is about more than simply planning and coordinating great weddings, it's about changing perceptions of wedding planners and the Asian wedding market as a whole. Sharn's warm, friendly personality, her quick intelligence and her unique approach have made her a popular figure in the wedding media and the wider press.

Desi Bride Dreams has been flagged as a 'name to know' in the UK Asian wedding world. From its inception in September 2015, Sharn and her team have worked on a huge variety of weddings and they have managed weddings with budgets in excess of £100,000.

Sharn left university and started work just as the recession in 2009 began to bite. Long hours and a culture of workplace bullying didn't beat Sharn entirely but her job certainly wasn't making her happy. Sharn left her high-flying agency marketing role to follow her heart and found a very different style of business in the wedding planning world, when she launched Desi Bride Dreams in September 2015.

Desi Bride Dreams has been featured in some of the biggest UK wedding titles including You & Your Wedding magazine and Perfect Wedding magazine. The power bloggers behind the likes of B.Loved, Nu-Bride and Secret Wedding Blog have also supported Desi Bride Dreams, a rarity for a new business.

Sharn has also spoken out about the Asian wedding market and her role for titles such as Asian Today and Asian Leader as well as being featured on the BBC Breakfast show as a guest expert



and the BBC Asian Network. She's fast becoming the go-to commentator for anything and everything related to Asian weddings.

She lives just between the UK and Canada at the moment which gives her the best of both worlds!

Apart from having a successful wedding planning business, she knew she had a deeper and more meaningful calling. In 2017 she set up the community for Asian Female Entrepreneurs so they could come together to talk business, cultural challenges, Taboo topics and more! The group now has over 3000 members.

Now Sharn is on global mission to support, empower, and educate as many Asian female entrepreneurs as possible to smash down cultural blocks and live the lives they deserve. She started by sharing all she had learned with other female entrepreneurs, and now she serves as a business and mindset mentor, offer one to one mentoring, masterminds, and a monthly affordable membership programme.

She has exceeded her corporate income, and in 2018 she became a six figure plus entrepreneur. In 2018 alone she have travelled to Chicago, LA, Miami, Canada, India, Italy, Portugal, and Switzerland. She said "yes" to her own dreams, and she is thrilled to have exceeded her personal ambitions. But, the best part is helping her masterminders and mentoring clients experience the same things and reach higher than they thought possible.

She likes to lead by example because if I she can do it so can you! What is the goal that seems too far away; what is the life you imagine living? Let's work together so you can smash down your own mindset and confidence barriers.

Short Bio:

Sharn Khaira is a successful wedding planner and coordinator for Asian and Fusion weddings at Desi Bride Dreams. She helps couples to be stress free and focused and feel confident that their wedding will flow with ease.

Desi Bride Dreams has been flagged as a 'name to know' in the UK Asian wedding world. From its inception in September 2015, Sharn and her team have worked on a huge variety of weddings and have managed weddings with budgets in excess of £100,000.

She is also an advocate for Asian female entrepreneurs and has set up the Asian Female Entrepreneurs Collective (AFEC) to help other women be successful in business.



Online Links:

<http://desibridedreamsplanning.co.uk/>
[Asian Female Entrepreneur's Collective](#)

Video: <https://www.youtube.com/watch?v=qTlbSyqw8ls>

Facebook : <https://www.facebook.com/Desi-Bride-Dreams-664779860211670/>

Facebook: <https://www.facebook.com/Asian-Female-Entrepreneur-Collective-191730234721483/>

Instagram:

<https://www.instagram.com/desibridedreams/>

https://www.instagram.com/asian_female_entrepreneur/

Press Page : <http://desibridedreamsplanning.co.uk/press-praise/>

Headshot: <https://www.dropbox.com/sh/8hrmphewpb9e6d8/AAAJUgRTfl27wOYxQMOlyFFAa?dl=0>

For Other Photos: https://www.dropbox.com/sh/fis8u04gmbzdnf9/AADul_kAwSuFfi9rluL_bEsoa?dl=0

Contact:

hello@desibridedreams.co.uk | +44(0)7939082844

Subject areas for questions and topics:

- Marketing strategies that work
- How to transform your mindset
- How to live the life you desire
- Money mindset
- Asian Wedding Market & Trends
- How to Create a Fusion Wedding
- Destination Weddings for Asian Brides
- Female Asian Entrepreneurs - the Ups and Downs
- Creating a Brand that people love
- Setting up a successful business in less than 2 years