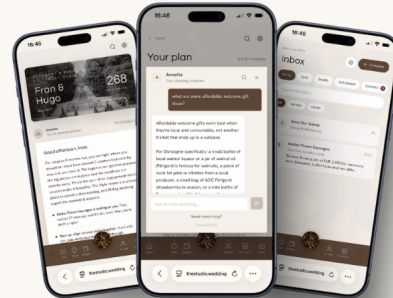


The Studio Opens an AI Wedding Planning Platform With a Human Planner Behind It

The assistant drafts supplier enquiries in the supplier's own language, reads foreign contracts, but it hands over to humans when judgement or care is needed.

LOS ANGELES, CA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Best Events International, Inc. has opened The Studio, a [wedding planning platform](#) for couples marrying outside their home country. It is built for one specific and badly served customer: a couple planning a wedding in a country they do not live in, in a language they do not speak, with suppliers they cannot drop in on.



The Studio on the web, showing the planning brief, the assistant working through a supplier question, and the shared inbox where vendor correspondence is filed. Courtesy of The Studio.

The Studio enters a category that has grown quickly and settled on a single promise, which is that software is a cheaper substitute for a wedding planner. The Studio is built on the opposite argument. Much of planning a wedding abroad is administration and should be automated. The rest carries four-figure consequences and a language barrier, and that part is where the platform hands over to a person.

“

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*India Bottomley, Founder of
The Studio*

The line between the two is drawn in the code. Annette, the platform's assistant, is built on the case archive of Best Events Co., a separate destination wedding firm that has planned weddings across France, Italy and Switzerland since 2009 and shares a founder with The Studio. Annette reads the couple's live file and personalises a library of roughly 650 planning tasks against destination, ceremony

type and home country, generating the correct legal paperwork for each European country. She drafts first-contact enquiries in the supplier's own language. She reads uploaded quotes and

contracts and pulls out payment schedules and bank details. She proposes rather than acts: every change to the couple's data arrives as a card to approve or dismiss.

She will not recommend a supplier. That question, along with whether a quote is high for the region and whether a contract clause is normal, routes to a named planner from a vetted bench who answers in writing inside a window the platform enforces at 48, 24 or 12 hours by tier.

Some of what a planner absorbs is not administrative. Couples planning alone make four-figure decisions at midnight, from strangers on forums, and the person they would normally lean on is often the person they are negotiating with. Rescue requests take a contract, a photograph or a voice note to a planner who answers in writing. A separate mode breaks the checklist into fifteen-minute sessions, on the basis that the work stalls from fatigue more often than from difficulty.

"The rest of this category is selling the planner's absence as the feature," said India Bottomley, Founder of The Studio and Co-Director and Creative Director of Best Events Co. "Automate the admin, by all means. But when a couple is about to sign a contract they cannot read, in a jurisdiction they do not know, that is the moment they need a person, and that is the moment most software hands them a chatbot."

The rail has a commercial reason behind it. The Studio takes no commission from suppliers at any tier, on any service. Planners and designers are paid per action rather than by referral.

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The platform also produces the documents a planner would normally supply: floor plans to scale, seating charts that carry allergy information through to a caterer's sheet, and a wedding day handbook that booked suppliers confirm in writing before the day.

The Studio is available on the web now, with iOS to follow in the autumn. A free tier keeps the personalised checklist, budget, timeline and design tools. Paid membership starts at USD 49 per month, with a seven day trial.

Journalists can try the assistant with no signup at thestudio.wedding/annette. Press accounts are available on request from press@thestudio.wedding. Images, fact sheet and boilerplate at thestudio.wedding/press.

About The Studio

The Studio is a wedding planning platform for couples marrying away from home. It pairs an AI assistant, built on the case archive of destination wedding firm Best Events Co., with a network of vetted human planners paid per action, and takes no commission from suppliers at any tier.

The Studio is operated by Best Events International, Inc., a California corporation, and is a separate company from Best Events Co.

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