Jab We Wed Surpasses 312 Vendors in Houston, Sets Sights on Dallas Expansion

Founded by a Houston wedding singer, the South Asian wedding marketplace is preparing to launch in Dallas next.



A South Asian couple on their wedding day. Photo credit: Black Iris Photography, courtesy of Jab We Wed.

HOUSTON, TX, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Jab We Wed, a marketplace built for South Asian couples planning weddings in North America, has surpassed 312 vendors under contract in the Houston area since its July 2026 launch, and the company is preparing to expand into Dallas next.

The platform, which now features 577 vendor profiles spanning categories such as venues, catering, photography, décor, and entertainment, was founded by Hamza Amir, a Houston-based musician who has performed at South Asian weddings across the city for the past several years.

> We're not just building a directory, we're redefining how South Asian couples plan weddings in the U.S.”
>
> *Hamza Amir, Founder of Jab We Wed*

"Every weekend for years, I watched couples struggle to find vendors who actually understood what a desi wedding requires," said Amir, founder of Jab We Wed. "We're not just building a directory, we're redefining how South Asian couples plan weddings in the U.S."

Jab We Wed organizes vendors into 12 categories built specifically around South Asian wedding traditions, including reception venues, party venues, caterers, decorators and florals, wedding planners and coordinators, photographers and videographers, hair and makeup, DJs and MCs, live music and singers, dhol players, henna and mehndi artists, and experiences and add-ons.

Unlike general wedding platforms, Jab We Wed is designed around the scale and customs of South Asian weddings, which often involve multiple ceremonies, hundreds of guests, and vendors with specialized cultural expertise that mainstream wedding sites don't account for.

Since launching in Houston, the company has grown its vendor base through direct outreach and plans to apply the same approach in Dallas over the coming months, with additional Texas metros to follow. Vendors can create a free profile to test the platform before committing to a subscription plan.



Hamza Amir, founder of Jab We Wed, has performed at South Asian weddings across Houston for the past several years.



Jab We Wed is a vendor marketplace built for South Asian weddings across North America.

The company has grown entirely through organic outreach and has not spent on paid advertising. Since its July launch, Jab We Wed has generated 104 leads for vendors on the platform, with several vendors already securing wedding business directly through those leads.

Jab We Wed now operates with a team of 11, including Amir, spanning sales, platform development, SEO, and social media.

"Houston was the proof of concept," Amir said. "Dallas is the next step toward becoming the go-to platform for South Asian weddings across the country."

Jab We Wed has previously been featured in outlets including ValiantCEO and Voyage Houston Magazine.

Couples can browse and contact vendors in Houston at jabwewed.com.

About Jab We Wed

Jab We Wed is a vendor marketplace built for South Asian weddings across North America, connecting couples with vendors across 12 specialized categories. Founded in Houston, Texas, in 2026, the company is expanding city by city, starting with Dallas.

Ayesha Wajid
Jab We Wed
+1 346-229-1199

email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
TikTok
X
Other

This press release can be viewed online at: https://www.einpresswire.com/article/945929828

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.