







#PHOTOGRAPHY

Turning candid wedding moments INTO LASTING MEMORY

The friend recording your wedding is often missing from the footage. While everyone else dances, laughs, or gathers around the bride, someone is busy finding the right angle and making sure the phone keeps recording. By the end of the evening, they have documented the celebration but experienced much of it through a screen.

For Salsabil Salah and Faiza Azad, that familiar situation helped shape Mishti Memories, their wedding content creation venture. Built around "more presence and less production," it offers couples short videos and informal photographs while giving their loved ones the freedom to join the celebrations.

"Yes, your friends and family have digital cameras and iPhones, but do they want to live in the moment at your wedding, or do they want to spend it capturing videos and pictures?" asks Salah.



The idea emerged from their experiences as a bride and a bridesmaid. They valued professional photographs and wedding films, but also wanted memories in the format they enjoyed watching every day: short, easily re-playable videos.

"We just wanted to have weddings, like our weddings and our friends' weddings, in that format so we could enjoy them as little TikToks or reels," she explains.

They began exploring the idea in early



2025, looking at wedding content creators abroad, speaking to people outside Dhaka, and asking prospective clients whether such a service interested them.

Their enthusiasm was supported by complementary skills: Salah has an engineering background and enjoys experimenting with technology, while Azad works professionally with visual graphics and reel editing.

"We both joke and say we're just two girls carrying our DigiCam and snapping pictures all the time, so why not do this for people who might be interested?"

A place beside the wedding photographer

That question leads to another: when a couple has already hired photographers and cinematographers, what does a content creator add?

For Salah, the distinction lies in the format, turnaround, and approach. Their venture works alongside those professionals, concentrating on informal interactions, short videos and candid snapshots that feel closer to a friend's view of the occasion.

"Our biggest goal was that, yes, there are lots of photographers and videographers doing amazing work, but we, as wedding content creators, want to come in and capture the raw, cute, fun moments," she says.

Speed is part of the appeal. According to Salah, couples can receive reels and digital-camera photographs the following day.

"It's bite-sized, easy to consume, and readily available."

That immediacy changes how wedding memories are enjoyed. A brief clip can be replayed over breakfast or sent to a relative while the excitement is still fresh. Salah also sees an audience beyond younger couples,



pointing out that parents enjoy watching Facebook reels too.

The tools behind the moments

Their approach combines current technology with older visual formats. Alongside phones and digital cameras, Salah describes using disposable cameras, film, camcorders and Meta Ray-Ban glasses.

"We like blending new tech with vintage tech," she says.

The variety reflects an interest in how different devices record the same celebration. A camcorder or digital-camera snapshot offers a different feel from polished professional imagery, fitting their preference for relaxed documentation.

Yet their essential tool is straightforward.

"An iPhone, at the bare minimum. You need an iPhone to record videos, edit reels, take photos, and store media."

Salah acknowledges that this preference also reflects client perceptions. Some customers specifically ask about iPhone models, although she recognises that other smartphones have strong camera hardware.

Experience has made their setup simpler. Early purchases included lights, tripods, handheld stabilisers and a reflector.

"None of it got used," she admits.

At the weddings they covered, venue lighting and photographers' setups reduced their need for additional lights. Buying accessories was easier than knowing which ones would genuinely help.

Learning when to direct

Minimal equipment does not mean minimal effort. Salah finds directing trends particularly challenging, especially when camera-shy friends or relatives must coordinate their movements.

"When you watch them on your phone, they look so easy," she says.

The pair play reference videos repeatedly and use the audio to help participants find their timing. Capturing candid moments requires observation; producing a requested reel requires patient direction.

For now, this remains a side venture as Salah is a student, and Azad works full-time.

"We loved taking photos and videos, and we wanted to share that passion." For aspiring creators, her advice begins with listening to couples and people already doing the work.

"We live in an era where you can ask ChatGPT or Gemini to write an entire business plan, but weddings are deeply personal."

Understanding those expectations is central to the service they hope to provide. Before choosing a device or planning a reel, there is a more important question: what will this particular couple want to remember?

By Ayman Anika
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