



Contact: Public Relations  
Tel: (345) 949-0623, Fax: (345) 949-4053  
Email: [pr@caymanislands.ky](mailto:pr@caymanislands.ky)

## For Immediate Release

### **THE CAYMAN ISLANDS PARTNERS WITH APPY COUPLE TO DEBUT “PARADISE COLLECTION”** *First-Ever Destination-Inspired Series Allows for a Seamless & Stylish Wedding Planning Experience*

**Grand Cayman, Cayman Islands, January 12, 2016** – Renowned for its endless stretch of warm sand and sea, lending the perfect natural backdrop for destination weddings, the **Cayman Islands** has partnered with the innovative wedding app and website, [Appy Couple](#), to launch its first-ever Caribbean and travel-inspired luxury series, the “**Paradise Collection**.”

Appy Couple is a digital platform that enables engaged couples to personalize their own wedding website and app to share with friends and family, acting as concierge to keep guests informed of all details relating to their special day. Taking every sharing opportunity that is important to a soon-to-be married couple and housing it on one single easy-to-use platform – including photos, RSVP’s, event logistics, registry information, and even virtual champagne toasts – Appy Couple helps set the stage for a dream wedding experience with absolutely no technical or design skills required.

With the addition of the new “Paradise Collection” inspired by the Cayman Islands, users can transport their guests to the destination’s sunshine-filled beaches and crystal clear waters with just a click. Featuring seven handcrafted styles that embody various memorable aspects of the islands – from its exotic underwater world to its vibrant flora and fauna – the versatile collection is able to cater to every couple’s unique personal expression while enhancing the guest experience before, during and after the big day.

The speciality partnership is the first of its kind for Appy Couple and the Caribbean, solidifying the Cayman Islands’ position as a sought-after wedding destination and marking its first foray in the mobile wedding planning space. The diverse themes within the “Paradise Collection” include: **Sunset Sands, Paradise Palms, Shimmering Agua, Beach Ombre, Tropical Flora, Romantic Snorkel** and **Undersea Elegance**. Among the sites and experiences found in the Cayman Islands that inspired the unique designs are the destination’s renowned Seven Mile Beach and abundant coral reefs, Stingray City, and the trio of islands’ native flora including the Silver Thatch Palm Tree and the official flower of the Cayman Islands, the Wild Banana Orchid.

“We are so proud to partner with Appy Couple to launch the first-ever Caribbean-themed luxury series and showcase the unmatched beauty of the Cayman Islands,” said Director of Tourism, Mrs. Rosa Harris. “It is a privilege to have our destination’s pristine natural settings and exclusive offerings act as inspiration for this exquisite collection, further affirming its place as a premier international wedding location.”

"I couldn't be more excited for this new partnership with the Cayman Islands," said Appy Couple co-founder Sharmeen Mitha-Sehgal. "This collection is intended to elevate the experience for our couples and since day one, our brides and grooms have demanded a luxurious environment to celebrate one of the most important events of their lives—their wedding. The Cayman Islands not only serves as the perfect backdrop to their wedding, but is also the ultimate 'vacation' for their guests. The Cayman Islands is the perfect launch partner for our "Luxury Destination Collections" as the breathtaking islands of Cayman represent sophistication, love and romance."

#### **About the Cayman Islands**

Couples looking for the ultimate exotic island getaway need look no further than the Cayman Islands. The crystal-clear blue waters on all three islands provide the perfect natural backdrop for any wedding and can accommodate a variety of gatherings – from church ceremonies of 200 people to intimate beachfront nuptials for two. The islands also offer the perfect respite for honeymooners or couples seeking an escape from daily life and an adventure into the extraordinary. From caving on Cayman Brac to watersports on Little Cayman to relaxing on Grand Cayman's world-famous Seven Mile Beach, the Cayman Islands is the perfect romantic retreat.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, divers, honeymooners and families. World renowned for its idyllic beaches and recognized as a sophisticated, diverse and memorable tourist destination, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit [www.caymanislands.ky](http://www.caymanislands.ky) or [www.divecayman.ky](http://www.divecayman.ky) or call your local travel agent.

#### **About Appy Couple**

Appy Couple, an easy-to-use and all-in-one digital wedding platform, enables engaged couples to personalize their own wedding website and app to share with friends and family – from photo sharing, RSVP's, events, messaging, travel concierge, stories, to registry and even virtual champagne toasts. With a variety of themes and styles to choose from as part of the boutique and luxury collections, Appy Couple makes wedding planning easy and even more magical for a couple's special day. To learn more about Appy Couple, please visit <http://www.appycouple.com/>.

**--ends--**