

A design-first wedding planner.

UNSTAGED is a wedding planner for couples who care how their day looks and feels. Decisions, moodboards, palette, Decor, guests, vendors, budget and timeline in one calm place, shared with your partner. Nearly 5,000 people have started planning in it since February 2026.

NEW THIS AUTUMN

In Claude and ChatGPT	The couple's own plan inside the assistant they already use. It adds and updates, never deletes, and the couple chooses what it may read and edit. Listed in Claude's connector directory since October 2026.
Compare quotes	Two or three quotes side by side, with the gaps filled in. Upload a quote and it reads the amount and what it covers.
Decor	A studio for the physical details: every table and corner, moment by moment, in the couple's palette.
Save to UNSTAGED	Share an image from Pinterest, Instagram or Safari straight into a moodboard.

THE FOUNDER

Amanda Westergren has worked as a photographer since 2012 and in film since 2016, with client work for H&M, Zalando, Spotify and NK. She designed and built UNSTAGED herself. Bootstrapped, no outside funding. She is planning her own wedding in the app.

*"I wanted something that helped me shape the feeling first.
Not just check boxes."*



COMPANY	FOUNDED	PLATFORMS	FUNDING
WEST DESIGN LAB AB, Sweden	2025, Sweden	iOS and web	Bootstrapped, solo founder

CONTACT

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UNSTAGED is an independent app and is not affiliated with Anthropic or OpenAI.