

GETTING TO KNOW

EGLANTINE CREATIONS

There is something special and beautiful about the gowns from this French fashion house...

Located in France, between Angers and Nantes, Eglantine Creations was founded over 25 years ago by Daniel Bodet. The family-run company started as a bridal accessories workshop, and then evolved into crafting and selling hair accessories, hats and petticoats. In 2000, François Bodet took over the company and built upon what Eglantine Creations offered – adding a line of wedding dresses in 2002.

Over the years, the business has continued to grow – there are now four dynamic brands: Eglantine Creations; Bella by Eglantine; Eglantine Creations Accessories; and Mix & Married.

Their signature line, Eglantine Creations, is a subtle combination of delicacy and elegance. The fabrics used are some of the finest available, with a mix of lace, tulle, satin, chiffon and floral appliqué. Retailers and brides love the price points, and the silhouettes available, with styles from princess to fishtail, boho and romantic gowns. In terms of sizes, the range goes from a UK size 6 up to 32 and for some dresses up to a size 46.

For Bella by Eglantine, the 2024 collection is finely crafted, with elaborate details including pearls, fine lace, and subtle shiny fabrics – the design is modern and glamorous. Across the two collections, Eglantine and Bella, there will be almost 100 dresses for the new season.

BEHIND THE SCENES

For every season, five to 10 dresses are renewed from the previous collection – the bestselling styles. Designer, Marjorie, gathers inspiration for new styles from travelling and watching the latest trends in fashion. She also compiles feedback from clients, listening to what their brides are telling them, and taking care that

everything is created in a way that means alterations will be easy.

In terms of the dress-making process, once the designs are finalised, a prototype is made. Marjorie uses the prototype to rework the dress, if needed – she can adapt the neckline or the open back, change the fabric for the skirt, adjust the length of the sleeves or the train, add extra details and more. Once this process is finalised, it is time to select which gowns work well together for the collection – a Collection Team helps Marjorie to select the definitive dresses.

“There will be fewer boho styles in the 2024 collection,” says Marjorie. “One of the popular requests is for dresses with transparency, which is very interesting to work with. Using a blush colour fabric helps to suggest a transparent element, and it highlights the appliqué. We’ve also created plain dresses as we feel a need for simple and elegant styles.”



SNEAK PEEK

Some of the details from the 2024 collection, on display at Bridal Week London

