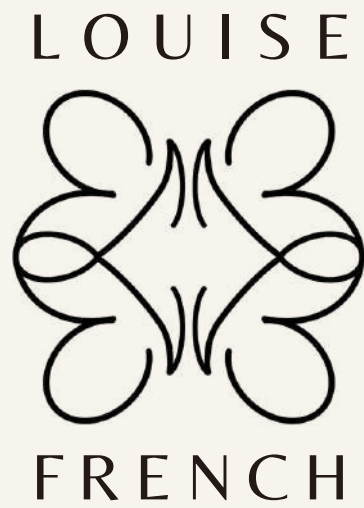
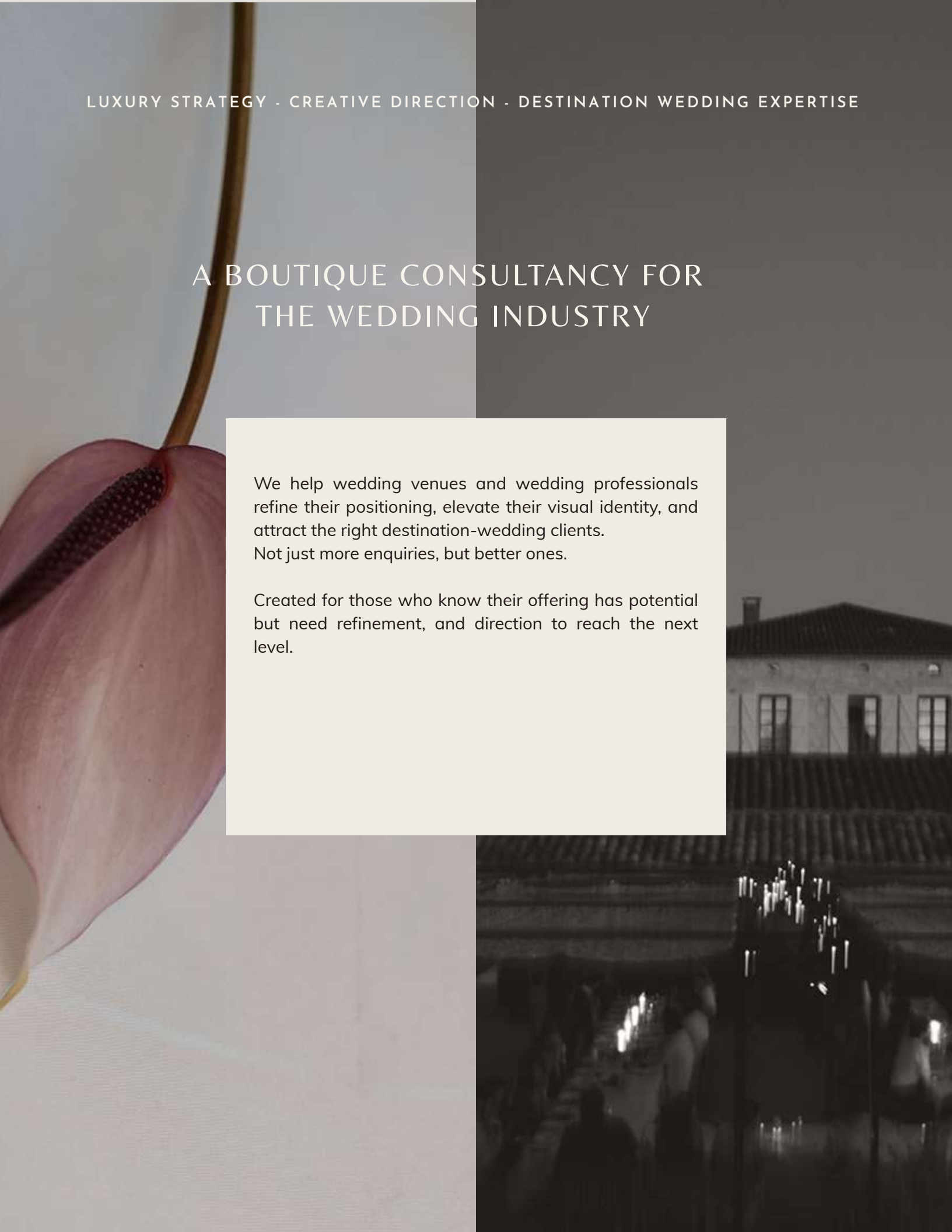




WEDDING INDUSTRY CONSULTANCY

ELEVATING WEDDING VENUES AND PROFESSIONALS TO ATTRACT THEIR IDEAL CLIENTS

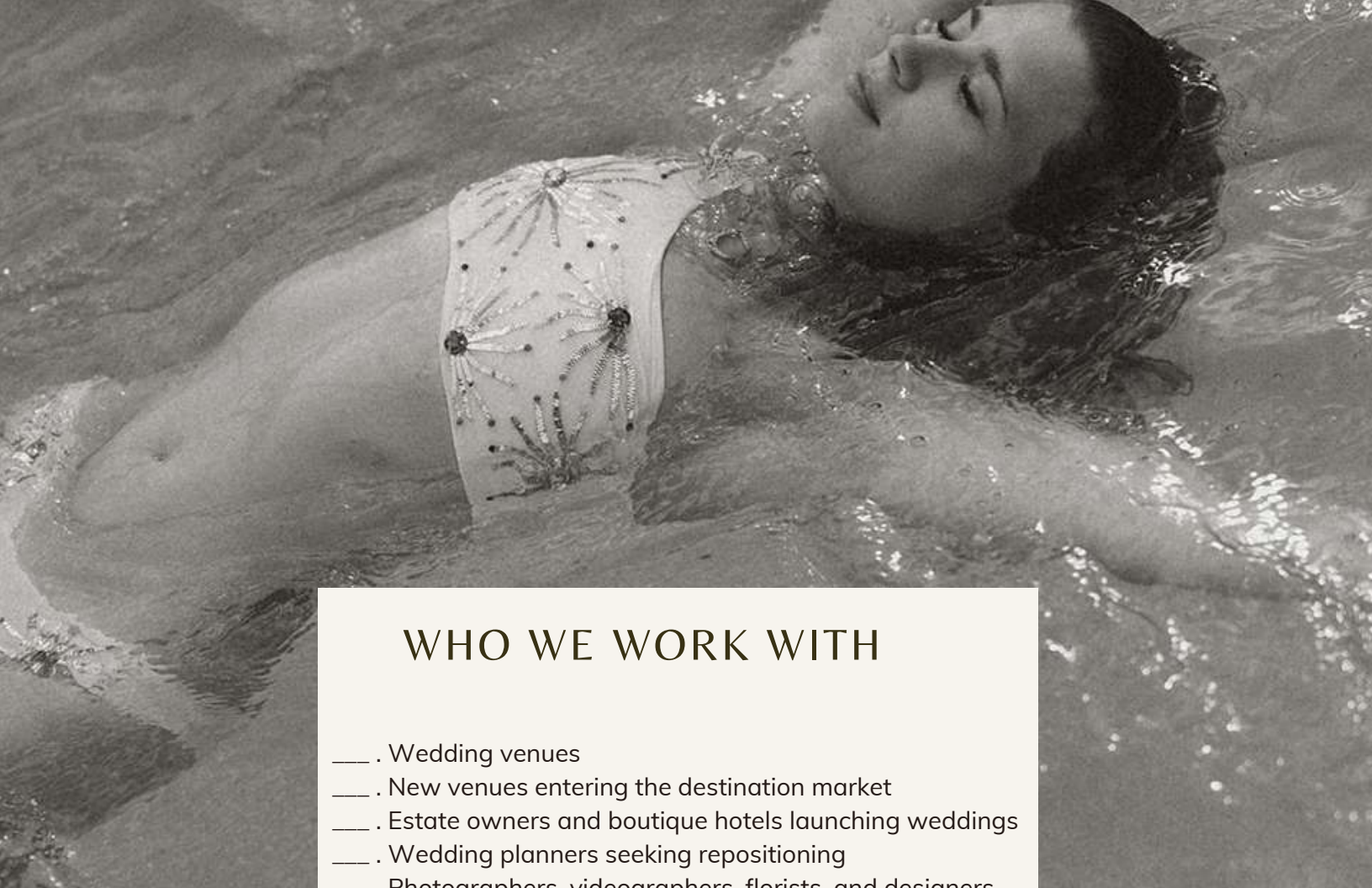


LUXURY STRATEGY - CREATIVE DIRECTION - DESTINATION WEDDING EXPERTISE

A BOUTIQUE CONSULTANCY FOR THE WEDDING INDUSTRY

We help wedding venues and wedding professionals refine their positioning, elevate their visual identity, and attract the right destination-wedding clients. Not just more enquiries, but better ones.

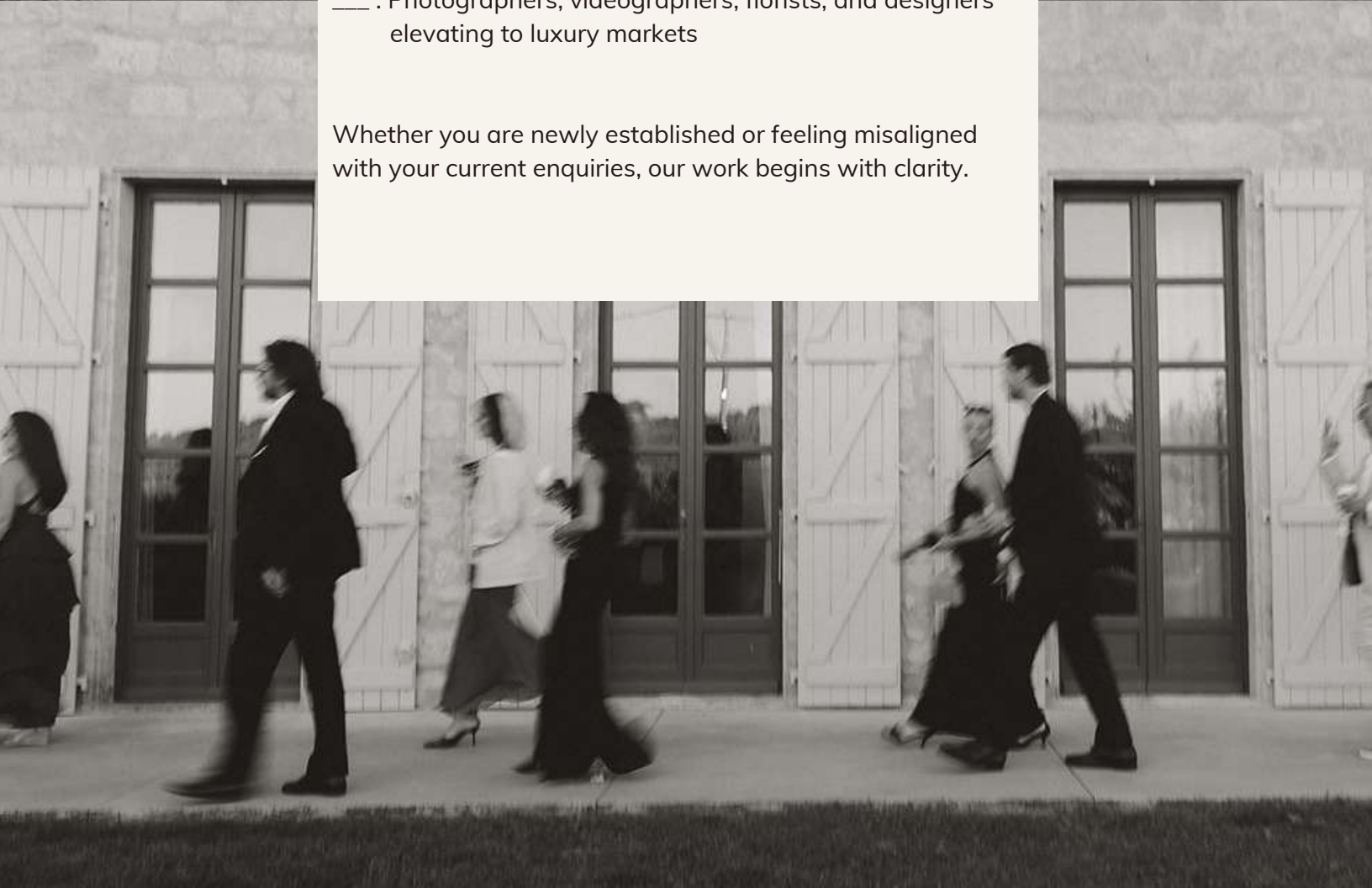
Created for those who know their offering has potential but need refinement, and direction to reach the next level.



WHO WE WORK WITH

- ___ . Wedding venues
- ___ . New venues entering the destination market
- ___ . Estate owners and boutique hotels launching weddings
- ___ . Wedding planners seeking repositioning
- ___ . Photographers, videographers, florists, and designers elevating to luxury markets

Whether you are newly established or feeling misaligned with your current enquiries, our work begins with clarity.



EVERY PROJECT IS GUIDED BY THREE PILLARS



Strategy & Positioning

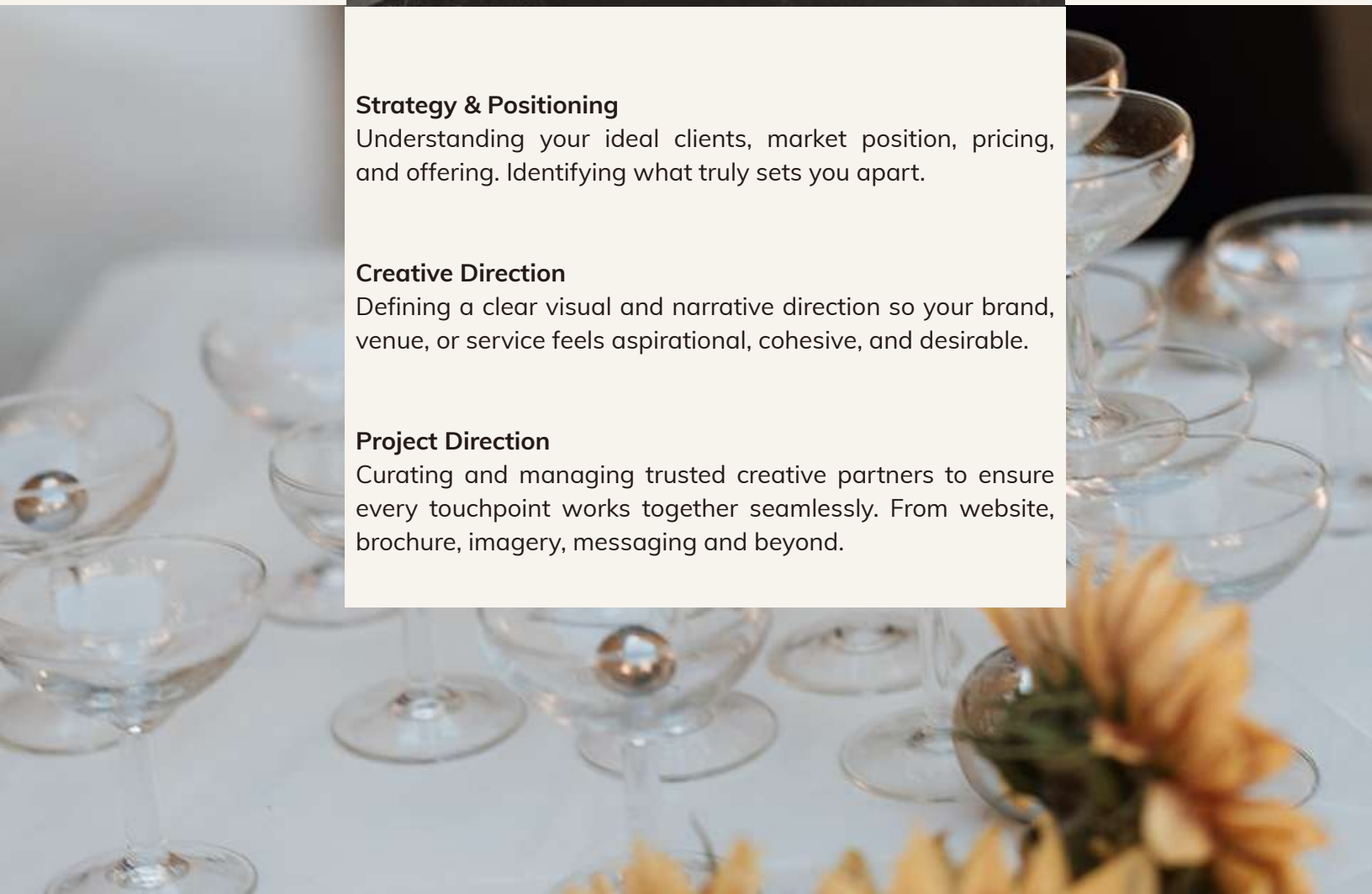
Understanding your ideal clients, market position, pricing, and offering. Identifying what truly sets you apart.

Creative Direction

Defining a clear visual and narrative direction so your brand, venue, or service feels aspirational, cohesive, and desirable.

Project Direction

Curating and managing trusted creative partners to ensure every touchpoint works together seamlessly. From website, brochure, imagery, messaging and beyond.



PACKAGE 1. ____
CLARITY REPORT

€1,500

For venues and wedding professionals needing clarity before investing further.

This is often the starting point for meaningful transformation

Includes:

- One hour strategy consultation
- Review of website, brochure, positioning, and pricing
- Identification of blind spots and missed opportunities
- Quick-win recommendations
- 6-page personalised Clarity Report
- Follow-up call to walk through findings and next steps

PACKAGE 2. ____
TRANSFORMATION

€4000 + travel & expenses

A comprehensive and strategic
repositioning

Optional add-ons can be selected based on your needs.

Includes:

- On-site immersion and experience mapping
- Client interview to define ideal couples and goals
- 6–10 page Strategic Audit Report covering:
 - Your offer, service flow, and infrastructure
 - Market fit and pricing strategy
 - Website and brochure structure
 - Messaging foundations and tone of voice
 - Visual and brand-feel guidance
 - Clear roadmap with prioritised actions
 - Access to trusted creative partners

PACKAGE 3. ____
REINVENTION

€14,000 + travel & expenses

A curated package combining the most commonly selected upgrades

This package is ideal for those ready to fully realign their brand identity and client journey.

Includes:

- Venue Transformation (core strategy)
- Messaging & copywriting overhaul
- New brochure design with brand identity
- Website redesign
- One month of social media support





Optional Add-ons

- Copywriting overhaul €3,000
- Brand identity (logo, palette, typography) €1,400
- Brochure design €2,000
- Website redesign €4,000 – €8,000
- Social media strategy €1,000
- Ongoing social management from €400/month
- Signature creative photoshoot €15,000
- Additional venue visits €1,500 + travel



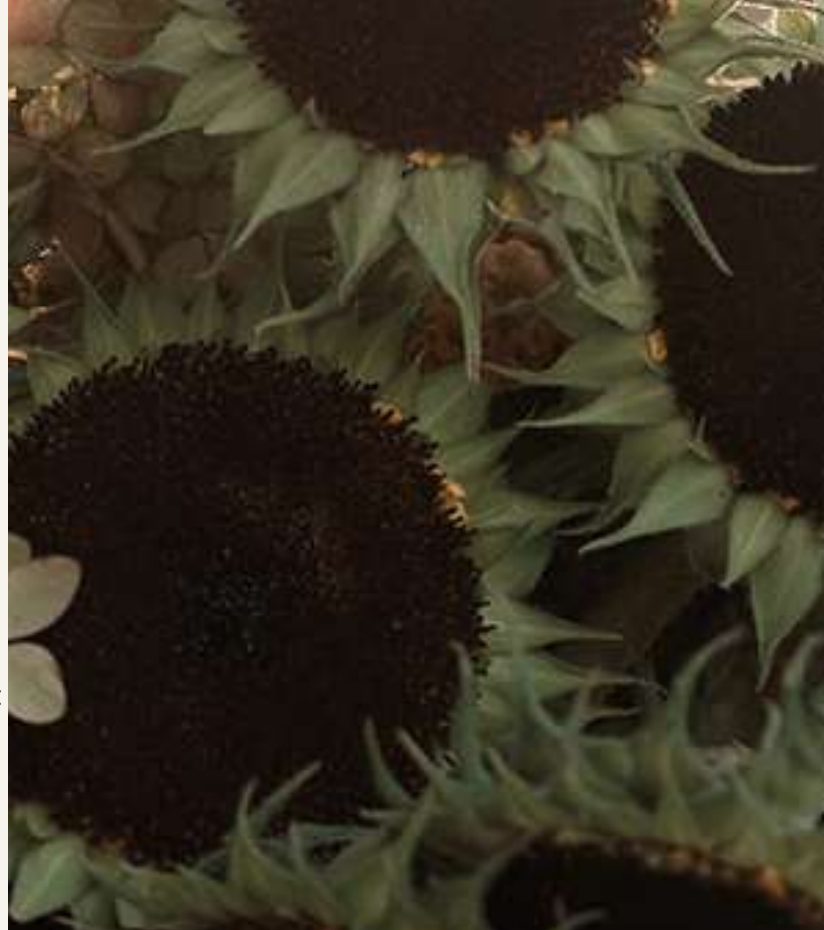
TOTAL REINVENTION & CREATIVE SHOOT

Includes everything in Reinvention, plus:

- Creative concept development and storytelling
- Moodboarding and art direction
- Model casting and supplier selection
- Full photoshoot production and on-site management
- Curated image gallery and short-form video content
- Image selection for website and brochure

29,000€

**This is your brand reimagined visually
and strategically**





MEET LOUISE FRENCH

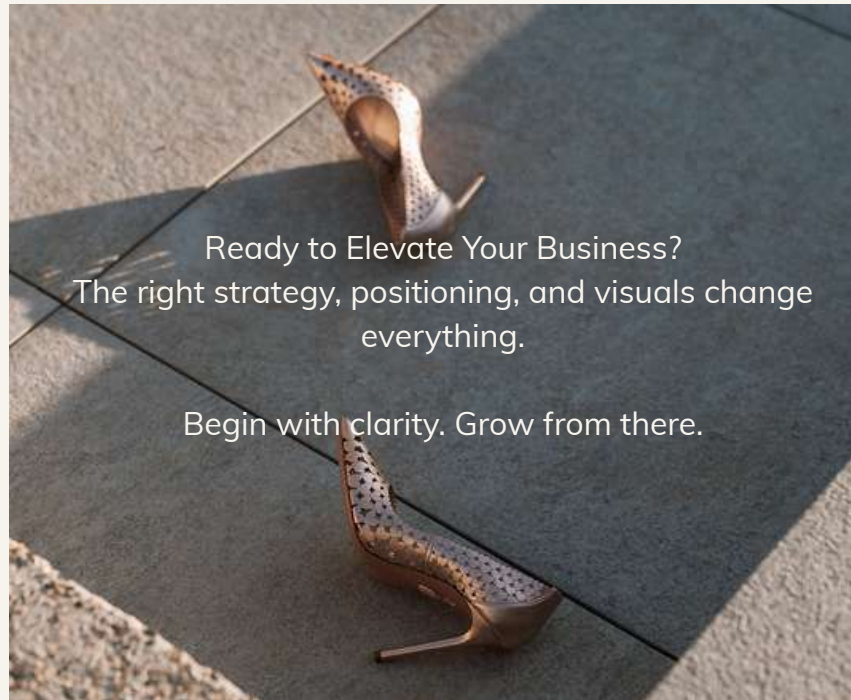
After working in trend forecasting and styling, Lou entered the wedding industry in 2016 when she founded French Bague-ette, her creative wedding planning service. She has since planned nearly 100 luxury destination weddings.

Through this work, Lou has gained almost a decade of experience working behind the scenes at both established and emerging venues. From 2020 to 2025, she held the position of Wedding Director at Château Engalin, playing a key role in its evolution from a little-known property into one of France's most recognisable destination wedding venues.

In tune with the wedding world, Lou combines creative vision with commercial strategy to help venues and wedding professionals elevate their positioning and attract the right clients

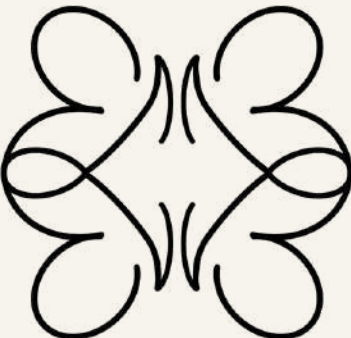
Louise French has carefully selected some of the industry's best copywriters, graphic designers and brand strategists to create a collective of skilled service providers. We identify your needs and have the know-how to turn things around.





Ready to Elevate Your Business?
The right strategy, positioning, and visuals change
everything.

Begin with clarity. Grow from there.

LOUISE

FRENCH

WEDDING INDUSTRY CONSULTANCY