



MEET LOUISE FRENCH

I've spent almost a decade on the other side

After a career in trend forecasting and styling, I entered the wedding industry in 2016 when I founded French Bague-ette, my creative wedding planning and design studio. Since then, I have planned and produced nearly 100 luxury destination weddings in France.

That experience has given me a rare perspective on what makes a wedding venue work - not only aesthetically, but commercially and operationally. I understand what couples are looking for, what helps them confidently choose one venue over another, and how the experience of a property translates into its positioning, pricing and sales journey.

From 2020 to 2025, I was 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.

Today, I combine that first-hand wedding-industry experience with commercial strategy and creative direction to help venues and wedding professionals strengthen their offering, clarify their positioning and attract the right clients.

When a project moves into implementation, I bring together trusted specialists in copywriting, branding, web design, photography and content - ensuring the strategy remains consistent across every touchpoint.

