



We're completely in love with the organza Cloti gown from Rosa Clará Couture



MODERN BLOOMS



Floral detailing is always a hit, says Hannah Wilkinson. Here's what to know about this season's prettiest trend

There's long been a love affair with florals in bridalwear – and rightly so. As designer Elbeth Gillis notes: “this is a classic trend that stands the test of time.” Feminine florals encapsulate romance with beautiful styles that are fitting for every kind of bride. It's a clear staple in the wedding world and brides and retailers continue to fall in love with floral designs year after year. But, of course, that's not to say that these gowns never adapt with the seasons.

“We've always embraced floral detailing at the heart of our designs, but this trend, in all its forms, is definitely having a moment,” says Emilia Cops of Love and Liberty. “We've seen this trend become a staple feature within our designs, as our collections evolve from the feedback we receive from both brides and stockists.”

This is something that also rings true for Rachel Allan. “There's been an unbelievable interest in floral details over the last six months, and this trend doesn't look like slowing down any time soon,” says the brand's James Mckenna. “These gowns are offering retailers a real point of difference and breathing a unique selling point into their established collections.”

With every new collection across the board, we're treated to a glorious selection of innovative designs. And among these, there are many bold and

trendsetting designs that cater for modern brides. So, what does this look like in terms of floral detailing and what should we be looking out for in 2023?

“Floral detailing is transitioning across a variety of designs and themes from whimsical boho looks to a fusion of modern vintage styling and magical fairytale gowns,” explains James. “No matter what style of gown brides are looking for, the variety and flexibility of florals means it appeals to a broad audience.”

Understandably, it's this choice that's the key. “Brides are looking for new and unique florals that match their personality,” says Watters' Kelly-Anne Weaver. “Organic florals with less symmetry and rougher edges are perfect for brides wanting ethereal elements in their wedding while more symmetrical and clean flower shapes are great for a modern wedding.”

We know that the designers love to spoil us, so brides and retailers can be sure of dresses that will epitomise their personal styles. For Love and Liberty, this season it's all about embracing old favourites with modern and elegant gowns with a fashionable twist. “One of our bestsellers, Imogen, perfectly reflects this with its strong, sexy crepe silhouette and intricate leaf detailing,” explains Emilia. “Many of our dresses also feature delicate petals, intricate floral lace and soft and feminine shapes to make this season's trend the prettiest yet.”

At Rosa Clará, floral detailing focuses on romance ►

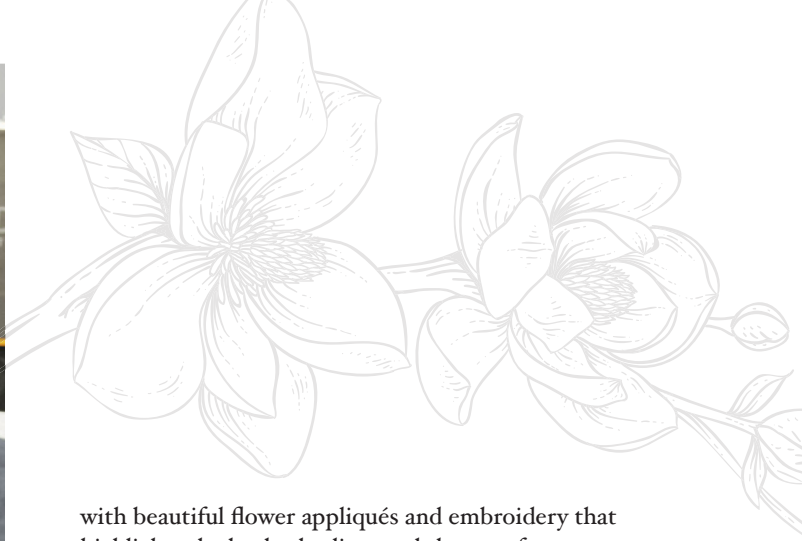


Jessica by Elbeth Gillis is a sensual option with its embroidered corset and flower-adorned skirt



Love and Liberty's Imogen gown offers two looks in one with its gorgeous detachable skirt

Made from floral laser-cut chiffon with a sheer organza bustier, Lilac by Katy Britton is pure perfection



with beautiful flower appliques and embroidery that highlights the backs, bodices and sleeves of gowns. But, if daring is more your thing, look out for the brand's 2023 Couture collection, which brings colour to the proposal with floral prints in shades of mauve and pink.

For luxury label Anna Georgina, there's an emphasis on pressed flowers, with plenty of appliques for an ethereal vintage look. Laser-cut fabrics with a 3D feel are a top choice for designer Katy Britton while, at Rachel Allan, florals come in many forms – from bold multi-coloured appliques to sumptuous embroidered lace and delicate 3D flowers adorning necklines, off-the-shoulder straps, hems and capes. The brand also offers a level of customisation with the option to purchase extra appliques and 3D flowers for sleeves, capes or jackets.

With statement attire rising in popularity, the variety across the collections also presents an opportunity to stay ahead of the game. If your brides want something glam and a little different, keep an eye out for strong colour, dramatic overblown florals and sheer designs with bold flowers – all are predicted to be big news in the coming year.

And what about styling and accessorising floral gowns to keep the look fresh and up-to-date? "The great thing about dresses with floral detailing is that they can work for any bride's style – whether that's boho-chic, modern-day vintage, or something more classic," says the team at Rosa Clará. "However, we recommend not overloading this look – perhaps opting for hair up in a braid with a silky tulle veil."

Elbeth Gillis agrees, suggesting this is a look that can be kept simple and delicate with elegant accessories. But, that's not to say you can't play around with your choices either. "A few carefully curated accessories can transform a bridal look," says Emilia. "Keep it simple and pair gowns with a full-length veil or opt for further floral detailing with a delicate headpiece or clip to ramp up the romantic look."

On-trend yet timeless, it's clear that retailers need to take cue from this pretty aesthetic. Floral gowns are desirable to invest in, but, as with any trend, it's important to keep your target customer front of mind before adding to your rails.

Brides want to feel comfortable in their wedding dress and, thankfully, there's choice for you to find them the perfect match. Whether you opt for bold and dynamic embellishment, whimsical detailing or soft, feminine motifs, we know there's something for everyone here. ■

Willowby's beautiful Finley gown is a playful take on the modern florals trend

Rosa Clará's Vilma gown is elegant and sophisticated

Love and Liberty's Imogen gown is a head turner with its chic silhouette and modern botanical detailing

Anna Georgina's Annette dress combines detailed florals with a sensual V-neckline

FLORAL GALLERY

Olivia by Love and Liberty is a super pretty choice with playful 3D petals and a flower strewn train

Watters' Bellissima is a gorgeous gown with thoughtfully-crafted overblown florals

Glitter tulle, lace appliques and 3D flowers are a heavenly combination in Rachel Allan's RB5015

Free-spirited and boho brides are sure to fall in love with Elbeth Gillis's Merida gown