All about Eve

By Mark Knowles

GETTING married in Phuket certainly ticks a lot of items on people’s wedding wish lists: Beautiful island setting? Check. Fine sunny weather? Check. Plenty of catering options? Check. But until recently, sourcing the perfect wedding dress on the island was a difficult, if not impossible, task – with many brides-to-be having to buy their dress in Bangkok or even in their home country.

It was precisely this gap that Freya Eve sought to fill when she opened the first multi-label designer bridal wear boutique in Thailand – Daughter of Eve. Located within the glamorous grounds of the Royal Phuket Marina, Daughter of Eve has wedding gowns by some of the world’s most renowned bridal wear designers – such as Oscar de la Renta, Carolina Herrera and Elie Saab.

“They’re much esteemed in the USA or Spain. Freya says that the designers’ reputation for quality and style means you will be getting exactly the same dress that you would get if you bought it on Fifth Avenue in New York.”

By that I mean there are only a few real couturiers in Bangkok who are remarkable, but it’s not the same experience, because brides are going there to design and produce something completely independent of runway fashion.

“A bride could not bring a photo from a magazine and ask the designer to remake that style. It would be offensive, because these designers have their own credibility in Thai society, and you would have a need to trust their instinct for what they see you dressed in on your wedding day.

“The price to order an international designer dress compared to buying a custom made gown by prestigious Thai designers, is very similar. The decision comes down to time and trust.”

A Thai-British national, Freya was born and raised in London, England and studied at the prestigious BRIT School. After moving to Thailand, Freya and her fiancé began to prepare their wedding plans and she soon discovered that her dream wedding dress was not available in Thailand, forcing her to seek out a dress from overseas.

It was this personal experience that inspired Freya to create Daughter of Eve, so that brides-to-be in Thailand could have access to bridal wear from high-end international designers. The dresses are certainly a cut above the average national designer dress compared to the most intricately designed garments.

The initial appointment includes a private consultation with Freya and one of the boutique’s stylists to discuss the overall look. Following that, is the private introduction to the exquisite range of made-to-order bridal gowns and ready-to-wear bridal dresses.

“We don’t have a limit on how many dresses you can try on, I’m happy for women to try on everything in the store,” says Freya. After making your selection and discussing any alterations and so on, the order is sent to the designer’s fashion house for production. The creation of your garment takes between eight to 12 weeks depending on the amount of detailed work and material required in the design.

The designers’ reputation for quality and style means you will be getting exactly the same dresses that you would get if you bought it on Fifth Avenue in New York.

“The price to order an international designer dress compared to buying a custom made gown by prestigious Thai designers, is very similar. The decision comes down to time and trust.”

A Thai-British national, Freya was born and raised in London, England and studied at the prestigious BRIT School. After moving to Thailand, Freya and her fiancé began to prepare their wedding plans and she soon discovered that her dream wedding dress was not available in Thailand, forcing her to seek out a dress from overseas.

It was this personal experience that inspired Freya to create Daughter of Eve, so that brides-to-be in Thailand could have access to bridal wear from high-end international designers. The dresses are certainly a cut above the average national designer dress compared to the most intricately designed garments.

The designers’ reputation for quality and style means you will be getting exactly the same dresses that you would get if you bought it on Fifth Avenue in New York.

The initial appointment includes a private consultation with Freya and one of the boutique’s stylists to discuss the overall look. Following that, is the private introduction to the exquisite range of made-to-order bridal gowns and ready-to-wear bridal dresses.

“We don’t have a limit on how many dresses you can try on, I’m happy for women to try on everything in the store,” says Freya. After making your selection and discussing any alterations and so on, the order is sent to the designer’s fashion house for production. The creation of your garment takes between eight to 12 weeks depending on the amount of detailed work and material required in the design.

The designers’ reputation for quality and style means you will be getting exactly the same dresses that you would get if you bought it on Fifth Avenue in New York.

The initial appointment includes a private consultation with Freya and one of the boutique’s stylists to discuss the overall look. Following that, is the private introduction to the exquisite range of made-to-order bridal gowns and ready-to-wear bridal dresses.

“We don’t have a limit on how many dresses you can try on, I’m happy for women to try on everything in the store,” says Freya. After making your selection and discussing any alterations and so on, the order is sent to the designer’s fashion house for production. The creation of your garment takes between eight to 12 weeks depending on the amount of detailed work and material required in the design.

The designers’ reputation for quality and style means you will be getting exactly the same dresses that you would get if you bought it on Fifth Avenue in New York.

The initial appointment includes a private consultation with Freya and one of the boutique’s stylists to discuss the overall look. Following that, is the private introduction to the exquisite range of made-to-order bridal gowns and ready-to-wear bridal dresses.

“We don’t have a limit on how many dresses you can try on, I’m happy for women to try on everything in the store,” says Freya. After making your selection and discussing any alterations and so on, the order is sent to the designer’s fashion house for production. The creation of your garment takes between eight to 12 weeks depending on the amount of detailed work and material required in the design.

The designers’ reputation for quality and style means you will be getting exactly the same dresses that you would get if you bought it on Fifth Avenue in New York.