

Waist Reduction Improves Confidence

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Press release from: [Ellese Chantel Bridal couture LLP](#)

Ellese Chantel didn't realize just how important the psychological effect was going to be when they started helping local women to reduce their waist lines by 3", with the launch of their authentic made to measure evening and bridal corset range. "We thought we had prepared ourselves for all eventualities with the planned expansion but we never imagined the amount of feedback we would receive, from women who for the first time in many years finally had some comfortable support and shape to their waistlines.

In early 2007 Ellese chantel bridal couture launched their collection of evening and bridal wear corsets, from their studio in an old Victorian tile works in the heart of the Ironbridge Gorge English Heritage site; where they were initially targeting the younger market that followed the likes of Victoria Beckham and Kylie Minogue who are high profile corset advocates.

But not to be out done the larger and more mature ladies began wearing their corsets with some quite enviable results.

"Feedback included those of the returning waistline, bust control and back support to name a few.

"It has been a very positive and welcome addition to our launch says Ellese Chantel's corset designer Heather Denton." "The ladies were finding that because they had a little more to move around as they matured, the corsets were controlling and accentuating the hips and bust areas giving a very nice hourglass figure" Thereby boosting confidence levels and self esteem.

With the additional launch of their website, the future looks bright for both the company and their customers for whom the garments not only improves the figure but also improves the confidence aswell.

According to Andy Haycock the marketing manager and founder member of Ellese Chantel Bridal couture, "Often it is the customer who dictates how a company evolves, and as a company that understands this significant point, we are pleased to listen to what they have to say."

For more information on how a made to measure corset can help to reduce your waistline and boost your confidence, visit

www.englishbridalcouture.com

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Quality designer corsets that can either be made to measure so that every aspect of the fit and design will be exactly as you require or they may be bought as a standard size and design. Our corsets whether they be bridal corsets, an evening corset or something casual will always ensure you look and feel the picture of feminine beauty, boosting your confidence and self esteem.

[You can find this press release here](#)