



Sì

SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

April 1 | 4, 2022

fieramilanocity_MiCo

sposaitaliacollezioni.fieramilano.it/en/



FIERA MILANO

The Event

Glamour and elegance come together in Milan at **Si Sposaitalia Collezioni**, the event that showcases wedding dresses and suits, formal attire and accessories.

An event not to be missed for boutiques and distributors to highlight the **experience** and **sartorial mastery** of the best brands.



Milan, where the future is born

Si Sposaitalia Collezioni takes place in the capital of fashion and design: Milan, a visionary and modern city, innovative and trends forerunner, where the future is born.



The three areas

Si Sposaitalia Collezioni continuously evolves with the market to respond to the new needs of the sector and offer a complete and diversified range of products, while maintaining the values that have made it the reference point for the bridal sector for over forty years.

Effective from 2021, the event has initiated a three-year journey that reinterprets the expo by splitting it into **three distinct areas** in terms of space and set-up, each dedicated to a different target audience.

Si Bridal Room

Si Italian Touch

Si Collections





Si Bridal Room

An **invitation only** open space for boutiques that purchase from designers and seek fresh style and avant garde talent.

Research
Quality
Tailor made

#SiBridalRoom

Si Italian Touch

A presentation of the very best Italian offer with an emphasis on **well-finished artisan products**. Designed for the sales outlet that knows exactly how **to recognise, read and interpret** quality in order to communicate it to the end customer.

Creativity
Italian style
Tradition

#SiItalianTouch



The origins of style

Sì Sposaitalia Collezioni supports the value of craftsmanship and know-how: a new experiential area is born – **LOVE Craft** – to involve **the Italian artisan excellences** specialized in bridal dresses, accessories and small items. **The backstage of Made in Italy creativity and taste.**





Si Collections

A **selection of the best international brands** for the sales outlet that seeks **a wide range of dresses that vary in style, size and price.**

Contemporaneity

Variety

Internationality

#SiCollections

Listening and dialogue with the industry, all year round

Sì Sposaitalia Collezioni works side by side to companies and stakeholders 365 days a year, with events (both in person and digital) that **create opportunities to meet and exchange** information on the market, as well as an occasion to build together the new edition of the event.

The world is the reference market for **Sì Sposaitalia Collezioni**: in 2022 the focus will be on Europe with the **#sisposaontour** project, which stems from the desire to meet market operators directly and develop an event that is increasingly in line with the evolution of the market.

As far as more distant countries are concerned, the dialogue with all the focus markets where we will promote the companies of **Sì Sposaitalia Collezioni** continues and is strengthened, also through new channels and innovative tools.

The *#iamsposaitalia* Community

Awaiting its next edition, **Sì Sposaitalia Collezioni** supports the in-person edition through its new digital platform **#iamsposaitalia**, an online community that allows exhibitors and buyers from all over the world to get in touch directly before and during the Fair.

Experience again the emotions of the last fashion shows; explore the new trends in preview, get inspired by the new trends and schedule appointments with the Open Agenda and Live Chat.

[ACCESS THE PLATFORM](#)

Fashion Show

Style, elegance and sophistication:
the world's bridal brands take to the catwalk.

A unique opportunity to preview the new Collections
and a privileged **shop window** for the promotion of firms
at **national and international** level.



Communication investment

An **on/off-line promotional** plan allows us to be ever present on the market and to interact with **companies, visitors, the press and national and international stakeholders.**

A complete media plan and **social adv. schedule.**

Social channels with engaging content and **72.563 followers.**

A new-look newsletter, with **more than 80 news** items dedicated to the market and new trends.

A **Fashion Press Office.**

Fiera Milano. Safe. Together

Fiera Milano has adopted a Protocol to contain the diffusion of the new coronavirus for a safe reopening, in full compliance with the health rules and protocols adopted at national level to ensure that visitors, exhibitors and organizers can participate in total safety at trade fairs and events taking place in our exhibition and congress centres.

- Entering the exhibition centre
- Accesses and ticketing
- Information
- Cleanliness and hygiene
- Managing exhibition areas
- Catering in the stand

www.fieramilano.it/safetogether/



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