

Si

SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

4 | 6 April 2025

Allianz  MiCo



FIERA MILANO

Glamour and elegance meet in Milan

Three days of **business** and **fashion shows**.

For over forty years, Sì Sposaitalia Collezioni has been the exhibition dedicated to **bridal wear, groom attire, ceremonial dress** and **accessories**.

An unmissable event for **boutiques, showrooms, distributors** and **wedding planners**.

Where? In **Milan**, the fashion capital: the key location for designers, companies, trade professionals and style fans to exchange ideas.



The new campaign, the new face

The new 2025 Campaign of **Sì Sposaitalia Collezioni** came from the hand of the artist **Jacopo Ascari**: an illustration that has captured the most intimate and innovative essence of this Milanese exhibition.

The tradition reinterpreted with an **unconventional** and **cosmopolitan** twist surrounds a bride, like an aura, who is immersed in a field of flowers, with the Milan skyline in the background, her pose romantically highlighting her independence and freedom. Seated among the flowers, the bride wears a gown that reflects the latest bridal fashion trends —the corset and fuchsia jeweled sandal — yet with a rock edge emphasized by bold makeup and a floral crown over her veil. The Citylife district skyscrapers, chosen as the event's backdrop and a silent homage to the great masters who designed them, form the perfect setting for this image, which encapsulates the DNA of Sì Sposaitalia in an appealing blend of contemporaneity and style, projecting its heritage directly into the future.



Visitors

Boutique / Showroom / Distributors /
Wedding Planner

Si Sposaitalia Collezioni is an exclusive event reserved for professional trade operators and selected buyers.

20% of international
presence

including Greece, France, Poland, Japan, Slovakia*

*Si Sposaitalia Collezioni 2024 data





International buyers

The exhibition carefully selects and invites the main buyers of the bridal world, extending a warm welcome and a rich hospitality package.

In the last edition, Sì Sposaitalia Collezioni welcomed buyers from **24 countries**, including: Japan, South Korea, Greece, United Arab Emirates, Canada, USA and Kazakhstan.

TOP HOSTED BUYER:

Takami (Japan), Matsueda Costume (Japan), Gloveentertainment (Japan), Love Wedding Atelier (Singapore), Vanila Studio DMCC La Boutique Nuziale Vanila (United Arab Emirates), Elizabeth Johns Bridal Couture (USA), BlackChic (Greece), Livia & Co Bridal & Evening Store (South Africa), Whimsical Bridal Boutique (South Africa)

Why exhibit at Sì Sposaitalia Collezioni

To present your Collections
at an international exhibition.

To get in touch with national and international
boutiques and stores, influencers and media
in the sector.

To meet new operators in the sector.

To increase your brand visibility, paving
the way for new collaborations.





A format that evolves with the market

Sì Sposaitalia Collezioni responds to the needs of an increasingly dynamic market for a complete and diversified offer: from the essential sartorial tradition to proposals with a fresh and contemporary mood.

Focus on:

Unconventional

The space dedicated to capsule collections, in a bridal & accessories key, for the modern and contemporary bride.

Sustainability

Proposals that look to a sustainable future, to educate the industry and its customers on the topic and promote upcycling in the fashion industry.

The exhibition centre located in one of the most modern districts of Milan

FIND OUT WHERE THE SÌ SPOSAITALIA
COLLEZIONI AREA IS LOCATED



Fashion Show

Present your new Collections on the runway with the exciting fashion shows of Sì Sposaitalia Collezioni, an unmissable meeting point for industry professionals and the press on the trail of the latest news.

3 days of
events

12 dates
in the fashion
show hall

21 leading
brands

Some of the brands that presented their collections on the **Sposaitalia 2024** runway: *Elisabetta Polignano, Giovanna Alessandro, Justin Alexander, Modeca, Musani, Peter Langner, Randy Fenoli Bridal...*





The Sposaitalia drawing room

A space dedicated to talks and special interviews curated by fashion journalist Giuliana Parabiago, to discover the latest bridal trends and possible scenarios in the sector, pursuing a mix of sustainability and Beauty, in all its forms.

3 days of
live talks

8 unmissable
events

**LISTEN TO THE INTERVIEWS
OF THE LAST EDITION**

Promote your brand all year round

COMMUNICATION MATERIALS

Logos and banners to promote your participation in the exhibition on all your digital channels.

SOCIAL MEDIA

Engage with over 76,000 followers, generating over 8 million impressions, ready to communicate your latest Collections.

MONTHLY NEWSLETTERS

News, interviews and new features, sent to a database of over 24,000 contacts to tell your story and present your news.

PRESS REVIEW

The Sì Sposaitalia Collezioni press office is in constant contact with general and trade magazines to tell your brand's story.



A range of proposals for your stay in the city

From your journey to your stay in Milan for SÌ Sposaitalia Collezioni, MiCodmc is at your complete disposal to organise everything you need while in the city in every detail: travel, hotel booking, transfer or any other service that may be useful for you and your collaborators.

SPECIAL RATES

at hotel facilities in Milan
and close to the exhibition
centre

DISCOUNTS

on travel by rail and partnerships with
the main airlines to guarantee the best
conditions

FULL SUPPORT

in organising exclusive tours and excursions to experience the city
and its surroundings in a truly special and unique way through the
choice of classic cultural visits, unusual itineraries and shopping tours



For more information, send an email to
sposaitalia@micodmc.it



Relive the last edition and prepare for the next one!

[BROWSE THE PHOTO GALLERY](#)

[WATCH THE VIDEOS OF THE LAST EDITION
AND RELIVE THE FABULOUS FASHION SHOWS](#)

[READ THE LATEST NEWS](#)

[DISCOVER THE HISTORY
OF THE EXHIBITION](#)

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**Do you want
to become
an exhibitor?**

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