**A WORLD OF BUYERS EXPECTED AT SÌ SPOSAITALIA COLLEZIONI**

*From Singapore to the USA, from Hong Kong to the Middle East and South Africa:*

*the desire for the beautiful and the well-made cancels out distances and makes Milan the bridal capital*

Milan, 19th March 2024. **70 hosted VIP buyers, selected by the Incoming Buyer Team** from **23 countries**, with most coming from **Asia (Japan, South Korea, Hong Kong, China and Singapore) Europe (Greece), the Middle East (UAE), North America (USA), not to mention South Africa,** join the operators attending of their own accord from all over the world.

An extraordinary number of operators is expected to descend on **Si Sposaitalia Collezioni**, organised **at Allianz-MiCo from 5 to 8 April** by Fiera Milano, which, with its directly organised exhibitions, confirms its position as a reference point for international business and magnet for buyers from all over the globe.

The buyers in question are from prestigious boutiques, **department stores, retail chains, importers and distributors** who have chosen to embark on a long journey to admire and get close to the creations of the **200+ brands present at Sì Sposaitalia Collezioni**. **And why not? Decide to buy them for their outlets.**

**Hailing from Japan,** where Western-style weddings are increasingly joining those celebrated in line with the Shinto tradition, **are Takami Bridal,** a multi-brand concept store, present in two cities, which has been importing high-quality dresses since 1923; **Matsueda Costume**, founded in 1918 and on the market for over 100 years with carefully selected clothes; **Glove Entertainment**, a boutique specialising in a wide range of elegant and trend-conscious clothes made in Italy and Spain. **Also from the Far East, Singapore confirms the presence of Love Wedding Atelier**,the boutique that provides internationally designed wedding dresses for the modern bride. Singapore is also a popular wedding destination for foreigners, who choose this location for its beauty.

Western marriage is also becoming increasingly popular in the Arab Emirates, with Dubai – a multi-religious city – ranking as the capital for new unions. And talking of the **Arab Emirates**, **Vanila Wedding Boutique** will be attending SposaItalia; a modern wedding dress shop, open since 2014, where brides can admire over 400 styles of dresses by international brands. Neighbouring Greece, on the other hand, thanks to the presence of buyers from the **Blackchic Bridal** department store, **will be able to enrich its** collection, which already includes a wide range of proposals selected based on foreign and Greek market trends.

**South Africa,** a country where weddings are also celebrated with the elaborate African rite, followed, in many cases by the Christian rite, **participates with the presence of Livia & Co Bridal & Evening Store**, the country's leading bridal shop. The showroom offers clothes from various international designers and expands its offer with a dress rental service; there are hundreds of models, in different sizes, which can also be booked online.

**The Whimsical Bridal Boutique (South Africa) is super-innovative,** going beyond the sale of international collections, by also offering a rental service and the opportunity for brides to have their bouquet 'crystalized' inside a parallelepiped in plexiglass.

And last but not least the **USA**, participating in Sì SposaItalia with **Elizabeth Johns Bridal Couture,** founded in 2012 by Elizabeth Johns, which has quickly become one of the leading bridal salons in the north east. It showcases the latest designs from leading international bridal designers and an endless choice of formal wear.

**Sì SposaItalia Collezioni is therefore the appointment operators simply can’t afford to miss, on at Allianz-MiCo from 5 to 8 April.**

[Sì Sposaitalia Collezioni, 5-8 April 2024, Allianz MiCo (fieramilano.it)](https://sposaitaliacollezioni.fieramilano.it/)