**THE BRIDAL UNIVERSE IS BACK IN THE LIMELIGHT**

**AT SÌ SPOSAITALIA COLLEZIONI 2024**

***From 5 to 8 April, the benchmark event in the fashion and bridal industry with its calendar full of new features and fashion shows. There are great expectations for the two new special areas Unconventional POP and Evening Dress. The new features include a packed programme of talks and the upcycling project in collaboration with IED - Istituto Europeo di Design.***

*Milan, 19th March 2024*. **From 5 to 8 April**, **Sì Sposaitalia Collezioni**, the **international** benchmark event for the fashion and bridal segment, organised by Fiera Milano, returns to **Milan- Allianz MiCo -** with its format ready to welcome **more than 200 brands from 25 countries**.

Companies that are ambassadors of Italian style, together with the most important companies on the international scene, will be the protagonists of **a unique exhibition experience**, capable of combining research, innovation and quality in line with the evolving dynamics of the market.

The top exhibitors will include: **Elisabetta Polignano** who, as has been the tradition for the last few years, will kick off the fashion shows with the opening runway show, **Justin Alexander** who will bring all his lines to the exhibition, including **Savannah Miller**, **Peter Langner** with a fashion show-event that will make a significant contribution to the theme of sustainability, but also **Maria Pia Creazioni, Maison Signore**, **Michela Ferriero**, **Dalin Italian Atelier**, **Diamond Couture**.

The spotlight will also be **on the special areas** that are the protagonists of this new edition, starting with **Unconventional Pop-Up**, which will host a selection of niche and emerging brands, in a bridal & accessories key, entirely dedicated to the total look of the modern and contemporary bride, and

designed for those seeking new proposals for their boutique. Here we will find new creations by **Avaro Figlio, ALWSchic Milano, Bovina Fiori, Dalma Denes, Ferdinando Concept, Milan & L'Amour, Myoh Jewelry, Romina Guerrera, Sara Radice Atelier, Terry Saponaro**,

**Vaida Design**, **Flavia Flaming**, **Derani Milano**, **Elodie Brides** and **Petali**.

A broader look at the world of dresses for special events will be possible in the **Evening** **Dress** area, the new exhibition space that explores and presents evening dress trends for all kinds of occasions: from the Prom, which is also becoming increasingly popular in Europe, to the second dress after the cutting of the cake, not to mention the cocktail party, and of course the more classic ceremony. The exceptional partner for this new project is **IFTA**, which for the past five years has organised the **IFTA EVENING** **SHOW**, dedicated exclusively to evening outfits with a focus on Italian sartorial excellence. This special area will host the collections of **Ada Sorrentino**, **Badura** **by Aleksandra Badura**, **Gerardo Sacco, L'artigiano del guanto**, **Maria Patrizia Marra**, **Nanaleo Clotherapy** and **Sartoria74**.

The training initiatives on offer will also be important, presented for the first time in a dedicated area within the event: the **Salotto di Sposaitalia.** This “lounge” space, in collaboration with **Elle Italia**, will host interviews, talks and discussions designed to offer insights into all the possible scenarios in the sector related to sustainability and beauty.

Another eagerly awaited highlight will be the **calendar of fashion shows** that will animate the days of the exhibition, allowing attendees to discover next year's bridal trends**. 12 fashion shows** by **18 fashion houses** are scheduled to start on Friday, 5 April at 11 am, promoting inclusivity but also the importance of responsible fashion with a growing focus on market requirements.

In this vein, underlining one of the focal themes of the event, **Sì Sposaitalia Collezioni** confirms its vocation in welcoming new trends and promoting quality content that favours **a more ethical and sustainable bridal fashion**, involving the new generations of creatives in the process of cultural change.

**The bridal upcycling project** kicks off in collaboration with **the Istituto Europeo di Design (IED).** It will focus on the young designers of the future and the theme of sustainability, combining fashion and education with the goal of **transforming bridal gowns into casual garments through upcycling**, following Vivienne Westwood's "*Buy less, choose well, make it last*" philosophy. Ten students from **IED's Master's in Fashion Design**, coordinated by lecturer **Marina Spadafora**, ambassador of ethical fashion, will participate in the project using wedding dresses destined for the scrap heap and will study and create new casual wear garments that will be displayed **in the showcase area of the event**. **The most representative dress**, selected from the final ten models, **will receive a special award** for its ability to reinterpret the essence of the wedding dress with a new identity, in line with the principles of upcycling.

With the aim of implementing the ability to create a community, **Sì Sposaitalia Collezioni** has signed agreements with **WPI - Associazione Wedding Planner Italia and Convention Bureau Italia, which will ensure the presence of numerous Italian and international wedding planners** to encourage another point of view, closer to the brides and grooms of tomorrow and able to anticipate their needs.

Last but not least, there will be **presentations,** as well as opportunities to **network and do business** for **buyers** and **visitors** from all over the world at the exhibition, once again proving its reputation as the unmissable event for those wishing to discover all the trends and novelties of the contemporary bridal universe.

**Sì Sposaitalia Collezioni** awaits you **from 5 to 8 April 2024** at the exhibition in **Milan (Allianz MiCo)**

All information is on the event website:

<https://sposaitaliacollezioni.fieramilano.it/>