



SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

STYLE, NEWS, BUSINESS

While waiting for the 2018 edition, Si Sposaitalia Collezioni reveals its new image

Si Sposaitalia Collezioni is back at fieramilanocity from 6 to 9 April 2018. Milan's Bridal Week is the most glamorous event for this industry and a reference point for the international market and fashion influencers.

Si Sposaitalia Collezioni reflects the current **wedding fashion** trends, as, every year, it showcases the best international collections. Numerous brands have already confirmed their presence, such as **Nicole Fashion Group, Antonio Riva Milano, Luisa Sposa, Dalin, Emiliano Bengasi, Bellantuono, Blumarine, Tosca Spose, Sadoni** and **Kisui**; on the men side **Petrelli Uomo, Andrea Versali, Maestrami** and **Lebole**; for the ceremony segment **Matilde Cano, Sonia Peña** and **Maria Coca**.

This edition will immediately start with a big change: new dates. The fact that the event will start earlier will allow exhibitors to present themselves on the international market at the right time, thus ensuring the best business opportunities. But there's still room for more!

Si Sposaitalia Collezioni will also host the first edition of the **White Carpet Fashion Show**: the catwalk show supervised by **Giusi Ferrè** who invites high-profile designers to re-conceptualise bridal and ceremony looks. **Chosen by the famous fashion critic**, the mini-collections by creative designers and major companies will take the runway in a special venue in fieramilanocity. This synergy will make the evening as unique as ever, with fashion shows and cocktail parties. The press, professionals, influencers, and special guests will all be there.

Si Sposaitalia Collezioni aims at confirming itself as an **international promotion driver** for the bridal market. It draws inspiration from the fashion world canons, in general, and **haute couture**, in particular, to provide an extra boost to its exhibitors and make them even more competitive. With this goal in mind, the event has launched a programme for international incoming buyers, which includes the arrival of 200 buyers coming from the strategic markets of this industry. **France, Germany, the United Kingdom, Spain, Turkey, United Arab Emirates, Iran, the USA, Canada, Russia, China, Hong Kong, South Korea, Japan, and Singapore.**

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