

Si

SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

On

WWD

On the other hand, Si Sposaitalia Collezioni exhibition will shift its dates from mid-May to April 6 to 9, in a move to meet the evolving demands of the bridal market.

"It was a decision shared by our exhibitors, who asked if we could open the season of bridal weeks," said Si Sposaitalia Collezioni's director Simona Greco. "With these new dates, we facilitate production processes of our companies, which have to answer more quickly to market demands. The timing has changed, so we had to realign the fair accordingly," she continued, adding that buyers will also have full budget capacity to dedicate to exhibitors in this way.

In addition, the bridal fair is renovating its format flanking the exhibition hosted at the Fiera Milano City fairgrounds – which showcases more than 200 collections, 35 percent of which are coming from abroad – with a White Carpet fashion show, to be held in the city center on the inaugural day of the fair. As part of the event, a number of renowned fashion designers, whose names haven't been revealed, will partner with historic bridal companies to realize capsule collections to show on the catwalk.

The decision of changing the format is part of a renovation strategy, which aims to enhance the quality of the event and its impact on a global scale. To appeal to foreign markets is the biggest challenge according to Greco, who added that the fair is working with the Italian Trade Agency ICE to increase the appeal with Far Eastern, Middle-Eastern and North American buyers.

Last year, the exhibition drew more than 8,000 professionals, 2,000 of which are coming from 67 foreign countries, led by Japanese buyers, up 8 percent, French buyers, up 23 percent and Chinese buyers, up 35 percent.

In general, Greco believes the bridal market in Italy has overcome a negative moment and is now facing a new era of "great potentiality."

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CONTINUED ECONOMIC AND GLOBAL UNCERTAINTY HAS NOT SULLIED THE ENTHUSIASM OF TRADE SHOW ORGANIZERS HEADING INTO 2018. BUYERS WILL HAVE A WIDE SCOPE TO CHOOSE FROM IN LONDON, MILAN, PARIS AND BERLIN.

By SANDRA BALESIAN, MELISSA BRISER, NATALIE THEODORE and ANNAHUE GUSTAFSON

