



FIERA MILANO



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SÌ SPOSAITALIA COLLEZIONI IS BACK WITH ITS NEW IN-PERSON EDITION

From today to Sunday 27 June at fieramilanocity (Milan), the top companies in the sector will meet up again for a safe in-person return and a new format

Milan, 25 June 2021 - The spotlight is on the new edition of Sì Sposaitalia Collezioni, the bridal&ceremony event organised by Fiera Milano, which returns to fieramilanocity (Milan) from today to Sunday 27 June. A highly anticipated event that brings together in a single place 100 brands, all major trendsetters, confirming once again, its leading role as an increasingly important reference point in the sector at the international level.

Allure Bridal, Amelia Casablanca, Antonio Riva Milano, Bellantuono Bridal Group, Nicole Milano, Pronovias, Vera Wang Bride and Yolán Cris are just some of the main brands participating and presenting their collections for 2022. They wish to give a strong signal to the sector for its relaunch that, despite the restrictions of the pandemic, is getting ready to a great and lively return. Sì Sposaitalia Collezioni confirms itself as a privileged showcase for the global market, capable, year after year, to introduce an ever evolving format that sets trends for the sector and at the same time offers new business opportunities.

This essence of Sì Sposaitalia Collezioni shows perfectly in its new layout, designed to highlight trends and meet the needs of visitors, and enclosed in three different areas: the first, **Sì Bridal Room**, introduces the novelties of Italian and foreign designers distributed in high-end boutiques focused on style and cutting-edge new talents. The **Sì Italian touch** section, instead, feature those brands that reveal an authentically Italian style and are aimed at buyers interested in handcrafted, sustainable creations with careful tailoring; finally, **Sì Collections** welcomes the new trends of international brands for medium and large sized multibrands specialised in a diversified clientele.

And there's more. Because in the rich agenda of Sì Sposaitalia Collezioni there is also room for Fashion Shows that today and tomorrow 26 June will bring on the catwalk the trends of the next season, to be enjoyed in person or directly on the event website in the section #iamsposaitalia. To complete the in person experience, there will be an exhibition of masterpiece-dresses created in mini version but capable of showing off



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Si MILANO
SPOSAITALIA
COLLEZIONI BRIDAL
WEEK

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Italian tailoring at its best through the "Tiny Dress by Sì Sposaitalia Collezioni in partnership with Maison Signore".

Without forgetting the value of the community which, once again, finds its (digital) meeting place in #iamsisposaitalia to enhance the in-person experience at the fair and put exhibitors and buyers from all over the world in direct contact, creating a stimulating occasion to interact in a new and unprecedented way. On the platform, in fact, each exhibitor, even during the days of the in-person fair, will be able to share their material (texts, photos, videos, etc.) and take full advantage of all the business opportunities.

Three days that, combining creativity and excellence, will all be under the banner of safety because to protect the exhibitors, buyers and visitors, Fiera Milano has adopted the best practices of a safe business protocol - regarding access to and stay at the fair - in accordance with the health regulations issued at the national level.