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**SÌ SPOSAITALIA COLLEZIONI UNVEILS ITS NEW DIRECTION
Three aspects and a three-year plan to accompany exhibitors and
buyers on a growth path and towards new business opportunities.**

Milan, 15 October 2020 - A new concept that includes **three different cores** to become an inclusive, strategic and unique interlocutor event for the entire sector. An innovative exhibition vision for interpreting the changes taking place in the world of ceremonies, and for being an inspiration and business tool alongside its partners.

Si Sposaitalia Collezioni presents the **2021 edition**, taking place at **Fieramilanocity from 9 to 12 April** next year, with a format built on the basis of the needs of the visitors in a rapidly evolving international scenario.

The new project foresees a **three-year structured plan, from 2021 to 2023**, and reinterprets the event dedicated to the bridal world, beginning with the needs and demands of the market, through diversified profiles. A project developed to accompany exhibitors and buyers on a growth path with new opportunities that also start from the strengthening of #iamsposaitalia: the Si Sposaitalia Collezioni community that, throughout the year, allows sector operators to discuss the bridal world trends and stay up to date with them.

There will be three different cores within Si Sposaitalia Collezioni that will welcome the fashion houses and brands based on their specific target and collections on offer.

The first, **Si Bridal Room**, will present everything new from Italian and foreign designers distributed in high-end boutiques attentive to fresh style and avant-garde talent. A special selection of top designers from the bridal world for a space organised as a private area, with a particularly refined look and feel with a dedicated concierge service. Access to **Si Bridal Room** will be by invitation only.

The brands in the **Si Italian touch** section reveal an authentically Italian style and are aimed at buyers interested in sustainable and carefully-tailored artisan creations, selected for an audience with a marked sensitivity to the product.

Finally, **Si Collections** will welcome the new trends of international brands for medium and large multi-brands specialising in a diversified clientèle, with a wide range of dresses that vary in size, style and price.

Each of the three cores will have a distinct space and staging and will be characterised by a distinctive trait. During the selection of exhibitors, each brand partner of Si Sposaitalia Collezioni will merge into its relevant section, based on its specific characteristics.



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The new visual campaign will accompany the sector in Si Sposaitalia Collezioni's new direction: special images that put the values of the event at the centre, including creativity, art, quality of the raw material, exclusivity of shapes and skilful manufacturing, common to all the fashion house partners.

The event will be held at Fieramilanocity from 9 to 12 April 2021.

For more info: www.sposaitaliacollezioni.it/en