



**FIERA MILANO**



**Press Office  
Fiera Milano**

Rosy Mazzanti  
+39 0249977324  
rosy.mazzanti@fieramilano.it

Elena Brambilla  
+39 0249977939  
elena.brambilla@fieramilano.it

**Fiera Milano S.p.A.**  
+39 02 49977134  
info@fieramilano.it  
fieramilano.it

## Press office

### **SÌ SPOSAITALIA COLLEZIONI OPENS TODAY WITH ITS FIRST FASHION SHOWS**

**There is great anticipation for the fashion shows scheduled for today  
and tomorrow, 26 June at the in-person edition of the event**

*Milan, 25 June 2021.* The revival of the wedding industry begins also from the catwalks, the eagerly awaited collections by Si Sposaitalia Collezioni, which is inaugurating its new edition, the first bridal fair to start up again in public, from 25 to 27 June at fieramilanocity (Milan) with a full agenda of fashion shows scheduled for today and tomorrow, 26 June.

The event organised by Fiera Milano and a leading point of reference for the entire sector - as demonstrated by the top players in the industry that have confirmed their presence at the show - presents seven eagerly awaited fashion shows and a digital show to once again offer an accurate snapshot of next season's trends and developments of the next season with all the excitement that only an in-person event can guarantee.

**Elisabetta Polignano** will be the one to turn the spotlight back on the brides to be, presenting her tailor-made collections at 11 am and acting as the spokesperson, with her skilful stylistic approach, of the most precious Made in Italy for which she is recognised all over the world. This will be followed at 2 pm by **Agnieszka Switly** with her unique creations with a modern spirit that reflects a search for luxury all over the world and, at 5 pm, it will be the turn of **Maison Signore** whose clothes, made from precious fabrics and inspired by a timeless elegance, are true works of art to wear. On the same day, but at 4 pm, one of the most famous designers of the bridal industry, Antonio Riva Milano, will present a preview of his digital fashion show, "Hillary 2022", a journey into the soul and aesthetics of the maison in which the stars will be couture masterpieces, expressions of the profound tailoring that has always guided the hand of the designer, who is about to open his new atelier in Palazzo Grazioli in Rome.

On Saturday 26 June at noon, **Amelia Casablanca** will showcase her gowns that reflect the magic and intensity of a wedding day, transporting brides into a dream world all to wear. Poetry and romance in creations in which femininity is always in the foreground will be the main feature of the **Bellantuono** and **Blumarine Sposa** fashion show at 2 pm, while **Emiliano Bengasi's** "happily ever after" will be revealed in all its splendour thanks to precious and sophisticated creations in the fashion show at 3 pm. Closing the two days of shows will be Antonio D'Errico, **Terry Ilafià** bridal collection at 5 pm, with its sophisticated and elegant style, the perfect complement to a bride who is the star, but not only on her wedding day.



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*Si* MILANO  
SPOSAITALIA  
COLLEZIONI BRIDAL  
WEEK

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+39 0249977939  
[elena.brambilla@fieramilano.it](mailto:elena.brambilla@fieramilano.it)

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[fieramilano.it](http://fieramilano.it)

A calendar that marks an important milestone for a company like Si Sposaltalia Collezioni which, together with the bridal industry, is a pioneer in welcoming that desire for a return to normalcy, its centre in the organisation of an event in public and in the richness of its offerings the confirmation of its leading role. To complete the presentation, in a series of interactive tours of the fair, all the shows will be available on **#iamsposaitalia** ([www.expoplaza-sposaitalia.fieramilano.it](http://www.expoplaza-sposaitalia.fieramilano.it)) the digital platform that allows buyers and exhibitors to live an exceptional experience beyond the physical fair.

What promises to be a moment of great creative involvement will be accompanied, as for the rest of the fair, by a strict protocol aimed at enforcing safety prevention measures against the Coronavirus. All the fashion shows will take place in a specially equipped hall, subject to continuous sanitation, whose access to the public will be limited and managed in accordance with the health rules issued at the national level.