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**Sì Sposaitalia Collezioni presents its vision for a three-year development project in synergy with the evolution and revolution of the bridal market. A clear journey that begins with the unveiling of the new campaign.**

Milan, 15 October 2020. The new direction of Sì Sposaitalia Collezioni starts from the image, which intends to enhance its role as a unique and privileged interlocutor in this important transition phase that has been accelerated by the recent global emergency that is changing society dynamics and international markets, including weddings.

By following a 3-year structured path, by 2023 Sì Sposaitalia Collezioni aims to become a strategic partner for the entire sector, alongside other companies for the growth of their businesses. An objective that first of all starts from involvement: in fact, the commitment to developing a community made up of buyers, exhibitors and stakeholders, who can grow individually thanks to the strength of the community and who find the right direction forward in the event, is confirmed.

The concept of the new vision brings to mind famous works of classical art, the result of great creativity, the highest quality of the raw material and exclusivity of the shapes. It is synonymous with a timeless and transversal beauty, which today belongs to all cultures and represents an universal symbol of excellence.

The campaign is developed on three subjects, which will be presented over the next three editions. The first one, already unveiled in 2020, focuses on a white marble statue of Dionysus, where the link between past and present manufacturing is represented by the drapery of the wedding dress in the foreground. A technique that is also in the guise of the famous god, inventor of the grapevine and symbol of joie de vivre, evoked so much on the wedding day.

The values of Sì Sposaitalia Collezioni are in fact common to those of all the partner fashion houses that have allowed its success over the years, electing the event at the heart of both made in Italy and international bridal fashion of excellence.

A short circuit between yesterday and today summed up in Sì Sposaitalia Collezioni's visual campaign: the common thread is the beauty that comes from the past and is updated, always confirming its contemporary flair. Exactly like any good strategy - based on solid foundations but flexible and capable enough of looking to the future with intuition and determination.

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

For more info: [www.sposaitaliacollezioni.it/en](http://www.sposaitaliacollezioni.it/en)