



FIERA MILANO



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WEDDING DRESSES BETWEEN HISTORY AND NEW TRENDS

Milan, 25 June 2021 - Bridal, groom and ceremonial dresses will be the protagonists once again at **Sì Sposaitalia Collezioni from 25 to 27 June at fieramilanocity** (Milan) just as they have played an exceptional role in the history of fashion and international jet set.

In fact, years can also be counted through wedding dresses and weddings: **Jacqueline Kennedy in 1953** (and then with Onassis in 1968), **Grace Kelly in 1956**, **Caroline of Monaco in 1978** and then with Casiraghi in 1983 and then again in 1999 with Ernst of Hanover, **Lady Diana in 1981**, **Kate Middleton in 2011**, **Meghan and Harry in 2018**, **Charlotte Casiraghi in 2019** and then actresses such as **Linda Christian in 1949 with Tyrone Power**, **Audrey Hepburn** who came on the verge of getting married and then got cold feet and gave away the dress to then get married in 1954 and 1969, **Brigitte Bardot** in 1952 and 1959 and then again super models such as **Kate Moss in 2012**, **Bianca Balti in 2017** and influencers such as **Chiara Ferragni in 2018**.

Wedding dresses are much more than just dresses: they are history and not just fashion.

There are great expectations for this 2022, which is worth double, since the year 2021 was almost devoid of wedding ceremonies to admire and remember. **Boris Johnson** got married and the bride boasted lots of curls and a crown of flowers and then there was singer **Ariana Grande** who got married and her 244 million followers relaunched the trend of long wedding dresses with a low-cut back to counter the short and triangular veil.

The rest is all to be written and starts now, with the **new collections**, the ones that will dress the next weddings. The trends are getting set by a series of inspirations ranging from fashion to lifestyle with a vintage touch and then a rush forward for romantic dresses.

The new season we are all looking forward to with great enthusiasm is at hand, new trends are emerging, new profiles and new details are being defined, and we are off to a great start. The trend is a dress that conveys many emotions, it has to be alluring, but also romantic, super modern with a vintage touch. The perfect dress.

From blusher to birdcage veil

Precious and lace-up masterpiece veils that enhance handmade traditions. Precious and unconventional, triangular and voluminous masterpiece veils like 50s divas; cloak veils, mantilla veils, no longer indefinite clouds, but true works of art willing to give way only to the veil, an element between the candid and the mysterious, held in place by a bow or a jewelled brooch. Beauty ideas: Diaphanous skin, extra rimmel lashes and red lips



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Si MILANO
SPOSAITALIA
COLLEZIONI BRIDAL
WEEK

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The sculpture dress

Bodies wrapped, fabrics woven on the breast as if they were precious bandages that emphasise the outline. The effect is a second skin dress perfectly designed strongly beautiful with back cleavage and the alluring potential of an extraordinary white carpet.

Beauty ideas: eyeliner and sculpted eyebrows.

Esprit Provençal

Inspired by Ines dela Fressange or Nausica, combining classicism with its modern interpretation, this style has a light touch, a little bucolic, a little naive, made of light and transparent lace, in Sangallo, in plumetis, with simple lines delicately defined by the lace vintage-ish edging; simple lines dresses that resemble the South French countryside.

Beauty ideas: nude make-up

Botanical dress

Flowers and natural elements return, almost real flowers, large and intrusive, painted on the fabric or three-dimensional flowers, cut out in an almost elementary way. Corollas securing a neckline, embellish the train behind, emphasise the waist.

Beauty Ideas: coloured eyeshadows

The short dress

A romantic or 1950s choice that winks at Audrey Hepburn and her unforgettable style, amazing or vain but always bride to be. The short dress is a work of style made of proportions, harmony and right adornments. Full skirts, generous and fancy, ready to sway with every step of the way. The real alternative to trousers, tailleur and suits