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Sì Sposaitalia Collezioni strengthens the #IAMSPOSAITALIA community

Sì Sposaitalia Collezioni continues with its three-year development plan by strengthening **#IAMSPOSAITALIA**, the first community dedicated to the bridal segment.

Creativity and sharing are at the heart of this preferential platform, where meeting and communication form the basis of the value generated by Sì Sposaitalia Collezioni, fertile ground for **innovative concepts** and **visions**.

A privileged stage on which to showcase creativity and express one's identity. **#iamsposaitalia** amplifies the vision of Sì Sposaitalia Collezioni in its dialogue with companies, visitors, stakeholders and the media, giving rise to an active community in which **physical and digital channels** come together to create a unique platform on which every participant is a protagonist. The secret, as ever, lies in **creating a virtuous system** by which to grow together. Synergy that involves all players in an increasingly direct way and that, come the next edition, will see them star in personal videos in which they will communicate their own vision of the bridal world.

Strengthening the role of community fits in with the reorganisation of the physical exhibition spaces, divided according to three new cores, or rather *Sì Bridal Room*, *Sì Collections* and *Sì Italian Touch*, areas that effectively sum up the needs of the sector for a totally renewed, market-oriented approach.

The **#IAMSPOSAITALIA community** is closely tied to the new vision of Sì Sposaitalia Collezioni, which also includes an updated campaign image that recalls well-known classic artworks, the fruit of real creativity, extremely high quality raw materials and the exclusivity of shapes. It is synonymous with a timeless and transversal beauty, which spans and unites all cultures and represents a universal symbol of excellence.

For more info: www.sposaitaliacollezioni.it/en/