



FIERA MILANO



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Sì SPOSAITALIA COLLECTIONS CHANGE DATE THE APPOINTMENT WILL BE FROM 25 TO 27 JUNE 2021 AT FIERAMILANOCITY

An edition marked by the relaunch of the bridal sector

Milan, 3 May 2021 - Sì Sposaitalia Collezioni, the international event of reference for the bridal&ceremony sector, organised by Fiera Milano and scheduled from 21 to 24 May, has been postponed from **25 to 27 June 2021** following the extension of the health emergency and related restrictions.

After the long pause imposed by the precautionary measures, the entire bridal sector and all its operators feel the need to meet again in a physical place to discuss, update and, not least, do business. This is why Sì Sposaitalia Collezioni has decided to confirm the physical edition and postpone it in order to offer an **“in person” appointment** to the entire bridal community and give a strong signal of restart to the whole market.

The Sì Sposaitalia Collezioni format, developed over three days, will confirm what was previously announced: it will encompass three different souls and will be built on the basis of visitors' needs within a scenario in continuous and rapid evolution. The first, **Sì Bridal Room**, will showcase the latest from Italian and foreign designers distributed in high-end boutiques with an eye for style and cutting-edge new talent; the **Sì Italian touch** section will feature those brands that reveal an authentically Italian style and are aimed at buyers interested in hand crafted, sustainable creations with meticulous tailoring; finally, **Sì Collections** will host the latest trends from international brands for medium and large multi brands specialising in a diversified clientèle.

Naturally, Fiera Milano will activate the protocols concerning access to and stay at the exhibition centre at all levels.

Sì Sposaitalia Collezioni confirms, then, its ability to present itself in an ever-renewed guise capable of combining creativity and excellence: a unique opportunity to discover the trends of the sector and the best collections designed for 2022.