



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

LEADING BRANDS AT SÌ SPOSAITALIA COLLEZIONI

From June 25th to 27th, Europe's first trade fair to resume live with a focus on safety and a new layout

Milan, 7 June 2021. An urge to reboot and get the economy going again is at the heart of leading brands in the bridal sector choosing to participate in the next edition of **Sì Sposaitalia Collezioni**, the internationally renowned bridal&ceremony event organised by Fiera Milano. Exceptional exhibitors, sector trend-setters and big-name influencers rely once more on skill and high quality for a unique, creative experience, an international benchmark. Antonio Riva Milano, Amelia Casablanca, Pronovias Group, Nicole Milano, Mori Lee, Madi Lane, Yolán Cris, Bellantuono, Blumarine, Musani Couture, Elisabetta Polignano, Maison Signore and Allure Bridal are just some big names of the event due to be held from June 25th to 27th, the first and only bridal fair to resume live in 2021.

A major goal for a business that makes the bridal sector a forerunner for embracing that urge to return to normality, with event organisation at its core. Three full days dedicated to business, creativity and, naturally, safety. To protect exhibitors, buyers and visitors, Fiera Milano has adopted a number of best practices by drawing up their very own Safe Business Protocol on accessing the fair in accordance with national health regulations.

A clear sign for the entire market from one of the sectors that's suffered uniquely due to the restrictions brought about by the epidemic: events and weddings. Yet it's never lost heart and has reaffirmed the vibrancy of the entire sector with an international rendezvous that promises to be full of surprises with even higher quality standards.

Starting with a bespoke layout designed to exclusively interpret upcoming trends by encapsulating them in three areas: the first, **Sì Bridal Room**, will feature new releases from Italian and international designers in high-end boutiques where the focus is on style and new, cutting-edge talent. In **Sì Italian touch**, you'll find brands that reflect authentic Italian style, aimed at buyers interested in artisanal, sustainable and carefully tailored creations. And, last but not least, **Sì Collections** will host the latest trends from international brands for medium and large multi-brands specialising a varied clientèle.



**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

More importantly, throughout the event the spotlight will be shining on the **catwalks** where Fashion Shows will be taking place that can also be accessed from the Sì Spositalia Collezioni website: the ideal showcase for seizing the season's must-haves and trends. Complementing the physical experience, **#iamspositalia** is the digital space for encounters that puts exhibitors and buyers from all across the globe in direct contact, creating stimulating discussions in new, unprecedented terms. Exhibitors will actually be able to share their materials on the platform (texts, photos, videos, etc.) and make the most of any and all business opportunities.

And that's how Sì Spositalia Collezioni is getting ready to breathe life into a whole new event to explore, skilfully combining creativity and excellence for an unmissable experience that will reveal the bridal trends 2022.