



FIERA MILANO



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SÌ SPOSAITALIA COLLEZIONI, A DIGITAL TALK EVENT TO SPEAK ABOUT THE NEW FRONTIERS OF THE TRADE FAIR DEDICATED TO THE BRIDAL WORLD

Milan, 15 October 2021 - After the success of the 2021 edition, Sì Sposaitalia Collezioni reaffirms its exhibition project and its role as an international reference point in the bridal world by introducing its 2022 edition (1-4 April) full of novelties, including new areas and a strategic drive towards internationalization.

Emanuele Guido, Exhibition Director Business Unit Lifestyle, and **Elena Jemallo**, Exhibition Manager of Sì Sposaitalia Collezioni, participated in the talk show about the event. In a dialogue with Giuliana Parabiago, a well-known journalist specialised in the sector, they discussed the next edition of Sì Sposaitalia Collezioni.

One of the main point of the talk was the choice of strengthen the **international networking activities**: more attention on the incoming of qualified and foreign buyers but also the willingness of being the right stage for showing the Italian creativity together with the international diverse offer to meet the global taste.

With this in mind, **#sisposaontour** project is born: a series of tours abroad to find out the what the foreign buyers want in order to set up an exhibition in line with their needs.

Sì Sposaitalia Collezioni will see first-hand the most interesting businesses in the sector to understand how stores are changing, what are the new product proposals and the new ways of doing business. All this will then be transformed into content shared on the various media channels to constantly update and train the community participating in the event.

#sisposaontour aims to reinforce the focus on international development, already started with **focus group meetings** organized to listen to the sector's needs and the publication of the Brand Book for the 2021 edition, distributed to the major buyers in the world: an innovative digital instrument to spread the bridal excellences all over the world.

The talk show continued with the description of how the exhibition will be split into three expo areas as it was done this year. The approach was very well received by Italian and international buyers alike, but it will be enriched by an event dedicated to Italian craftsmanship and its manufacturing excellence with an area called **LOVE Craft**. This will be a special area dedicated to the entire wedding dress manufacturing chain that will host small but precious manufacturers for an exceptional storytelling event.



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Si MILANO
SPOSAITALIA
COLLEZIONI BRIDAL
WEEK

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After the focus on Italian Style and related future plans, the conversation switched to other topics that will see *Si Sposaitalia Collezioni* involved first hand, such as the new **Z Generation** and **sustainability**.

Generation Z, born in a historical period dominated by technology and social media, is already worth a third of the market and is driving its growth, so much so that it is expected to represent 80% of the consumption in the near future. And specifically the girls of this age group are the ones who surprised everyone with their answers to a survey where they stated to **believe in traditional marriage** and that they would look for their **dream dress** for their most beautiful day.

Therefore, the message for the market is clear: there is still **room for feelings** and for the search of a **unique, special and also sustainable wedding dress**. In fact, the surveys also show that future brides are very conscious of sustainability and would be willing to spend more for a dress with these features.

In closing, there was a conversation about **Milan**, the fashion capital and consequently a reference point for the bridal world. Being at *Si Sposaitalia Collezioni* means being in Milan, a city known across the world for its role as a trendsetter and *the place to be* if one is dedicated to beauty and creativity.