



FIERA MILANO



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SÌ SPOSAITALIA COLLEZIONI IS BACK WITH ITS NEW IN-PERSON EDITION

From today to Sunday 27 June at fieramilanocity (Milan), the top companies in the sector will meet up again for a safe in-person return and a new format

Milan, 25 June 2021 - The spotlight is on the new edition of Sì Sposaitalia Collezioni, the bridal&ceremony event organised by Fiera Milano, which returns to fieramilanocity (Milan) from today to Sunday 27 June. A highly anticipated event that brings together in a single place 100 brands, all major trendsetters, confirming once again, its leading role as an increasingly important reference point in the sector at the international level.

Allure Bridal, Amelia Casablanca, Antonio Riva Milano, Bellantuono Bridal Group, Nicole Milano, Pronovias, Vera Wang Bride and Yolán Cris are just some of the main brands participating and presenting their collections for 2022. They wish to give a strong signal to the sector for its relaunch that, despite the restrictions of the pandemic, is getting ready to a great and lively return. Sì Sposaitalia Collezioni confirms itself as a privileged showcase for the global market, capable, year after year, to introduce an ever evolving format that sets trends for the sector and at the same time offers new business opportunities.

This essence of Sì Sposaitalia Collezioni shows perfectly in its new layout, designed to highlight trends and meet the needs of visitors, and enclosed in three different areas: the first, **Sì Bridal Room**, introduces the novelties of Italian and foreign designers distributed in high-end boutiques focused on style and cutting-edge new talents. The **Sì Italian touch** section, instead, feature those brands that reveal an authentically Italian style and are aimed at buyers interested in handcrafted, sustainable creations with careful tailoring; finally, **Sì Collections** welcomes the new trends of international brands for medium and large sized multibrands specialised in a diversified clientele.

And there's more. Because in the rich agenda of Sì Sposaitalia Collezioni there is also room for Fashion Shows that today and tomorrow 26 June will bring on the catwalk the trends of the next season, to be enjoyed in person or directly on the event website in the section #iamsposaitalia. To complete the in person experience, there will be an exhibition of masterpiece-dresses created in mini version but capable of showing off



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Italian tailoring at its best through the "Tiny Dress by Sì Sposaitalia Collezioni in partnership with Maison Signore".

Without forgetting the value of the community which, once again, finds its (digital) meeting place in #iamsisposaitalia to enhance the in-person experience at the fair and put exhibitors and buyers from all over the world in direct contact, creating a stimulating occasion to interact in a new and unprecedented way. On the platform, in fact, each exhibitor, even during the days of the in-person fair, will be able to share their material (texts, photos, videos, etc.) and take full advantage of all the business opportunities.

Three days that, combining creativity and excellence, will all be under the banner of safety because to protect the exhibitors, buyers and visitors, Fiera Milano has adopted the best practices of a safe business protocol - regarding access to and stay at the fair - in accordance with the health regulations issued at the national level.



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SÌ SPOSAITALIA COLLEZIONI OPENS TODAY WITH ITS FIRST FASHION SHOWS

There is great anticipation for the fashion shows scheduled for today and tomorrow, 26 June at the in-person edition of the event

Milan, 25 June 2021. The revival of the wedding industry begins also from the catwalks, the eagerly awaited collections by Si Sposaitalia Collezioni, which is inaugurating its new edition, the first bridal fair to start up again in public, from 25 to 27 June at fieramilanocity (Milan) with a full agenda of fashion shows scheduled for today and tomorrow, 26 June.

The event organised by Fiera Milano and a leading point of reference for the entire sector - as demonstrated by the top players in the industry that have confirmed their presence at the show - presents seven eagerly awaited fashion shows and a digital show to once again offer an accurate snapshot of next season's trends and developments of the next season with all the excitement that only an in-person event can guarantee.

Elisabetta Polignano will be the one to turn the spotlight back on the brides to be, presenting her tailor-made collections at 11 am and acting as the spokesperson, with her skilful stylistic approach, of the most precious Made in Italy for which she is recognised all over the world. This will be followed at 2 pm by **Agnieszka Switly** with her unique creations with a modern spirit that reflects a search for luxury all over the world and, at 5 pm, it will be the turn of **Maison Signore** whose clothes, made from precious fabrics and inspired by a timeless elegance, are true works of art to wear. On the same day, but at 4 pm, one of the most famous designers of the bridal industry, Antonio Riva Milano, will present a preview of his digital fashion show, "Hillary 2022", a journey into the soul and aesthetics of the maison in which the stars will be couture masterpieces, expressions of the profound tailoring that has always guided the hand of the designer, who is about to open his new atelier in Palazzo Grazioli in Rome.

On Saturday 26 June at noon, **Amelia Casablanca** will showcase her gowns that reflect the magic and intensity of a wedding day, transporting brides into a dream world all to wear. Poetry and romance in creations in which femininity is always in the foreground will be the main feature of the **Bellantuono** and **Blumarine Sposa** fashion show at 2 pm, while **Emiliano Bengasi's** "happily ever after" will be revealed in all its splendour thanks to precious and sophisticated creations in the fashion show at 3 pm. Closing the two days of shows will be Antonio D'Errico, **Terry Ilafià** bridal collection at 5 pm, with its sophisticated and elegant style, the perfect complement to a bride who is the star, but not only on her wedding day.



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Si MILANO
SPOSAITALIA
COLLEZIONI BRIDAL
WEEK

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A calendar that marks an important milestone for a company like Si Sposaltalia Collezioni which, together with the bridal industry, is a pioneer in welcoming that desire for a return to normalcy, its centre in the organisation of an event in public and in the richness of its offerings the confirmation of its leading role. To complete the presentation, in a series of interactive tours of the fair, all the shows will be available on **#iamsposaitalia** (www.expoplaza-sposaitalia.fieramilano.it) the digital platform that allows buyers and exhibitors to live an exceptional experience beyond the physical fair.

What promises to be a moment of great creative involvement will be accompanied, as for the rest of the fair, by a strict protocol aimed at enforcing safety prevention measures against the Coronavirus. All the fashion shows will take place in a specially equipped hall, subject to continuous sanitation, whose access to the public will be limited and managed in accordance with the health rules issued at the national level.



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SPOSAITALIA BRIDAL
COLLEZIONI WEEK

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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 **Si 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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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