



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 4997 7134
info@fieramilano.it
fieramilano.it

Press office

SI SPOSAITALIA COLLEZIONI IS BACK ON THE RUNWAY

From April the 1st to 4th, Si Sposaitalia Collezioni will be held in the fashion capital, Milan: an unmissable international event for apparel and accessories for brides, grooms and wedding ceremonies.

Milan, March 2022 - Focusing on the selection, an early date and an international scenario highlighting Made-in-Italy, the next edition of Si Sposaitalia Collezioni is taking place from April 1st to 4th in **Milan** at MICO_Fieramilanocity.

In a city full of inspiration and fashion ideas, an event in which influential and renowned brands are flanked by scouting for new brands. Every day, a programme packed with runways and opportunities for meeting and discussions. Attended by the major international buyers, with the exception of countries currently unable to fly for various reasons, the exhibition offers a unique, prestigious stage for new trends.

Trends for 2023

These new collections have managed to pick up on and interpret the needs of new generations that are showing an increasingly keen interest in sustainability, and therefore reusing, appreciate a certain dress "modularity" and retain an intensely romantic side. Dominating the 'wow' factor is the dress that can surprise and change as well as a certain fluidity and lightness in fabrics and silhouettes. There is no lack of a touch of tailoring: the search for the handmade, the extraordinary, the extravagant and the vintage label, not seen as something dusty, but rather as an added value.

The Areas

The exhibition is organised into three areas to optimise browsing: **Si Bridal Room**, centred on designers, **Si Italian Touch**, focusing on the Made-in-Italy and **Si Collections**, which is decidedly international.

Online

Before, after and during the exhibition, the **Si Sposaitalia Collezioni platform** offers ongoing opportunities for keeping informed and up to date, active throughout the year with its community of leaders, as are its social media pages.

The Programme



FIERA MILANO

Si MILANO
SPOSAITALIA
COLLEZIONI BRIDAL
WEEK

**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 4997 7134
info@fieramilano.it
fieramilano.it

On Friday 1st of April, Elisabetta Polignano kickstarts the programme with a modular collection of divisible, versatile pieces for different looks. Followed by **My Secret**, sophisticated and sought-after natural fabrics, **Michela Ferriero**, sartorial and sculptural cuts, **Maison Signore**, for which extraordinary premiere create jewellery items, and **Helena** with refined, effortless elegance.

On **Saturday the 2nd of April** the catwalk will feature creations by **Giuseppe Papini**, his very personal couture, **Enzo Miccio** and his chameleon dresses, the sensuality of the models of **Allure Bridals**, and the Italian-ness of **Terry Ilaflià**.

On **Sunday the 3rd of April**, the extraordinary and oversized designs by **Amelia Casablanca**, major creations by **Julia Kontogruni** and menswear by **Kigili 1939** take to the runway.

After taking a long pause during the pandemic, the industry is back in full swing, driven by the growing number of ceremonies and by the creativity that managed to gain momentum during lockdowns while simultaneously accentuating artisanal heritage and a marked awareness of lifestyle and younger generations.

For visitors and exhibitors' peace of mind, **only Super Green Pass holders** shall be granted access. All events will be held in full compliance with all safety regulations and according to official protocols.