



FIERA MILANO

Si

**SPOSAITALIA COLLEZIONI
MILANO 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

Press Office

SÌ SPOSAITALIA COLLEZIONI: 'LIVE PREVIEW' AT MILANO FASHION&JEWELS FOR AN IMMERSIVE, CROSS-DISCIPLINARY EXPERIENCE IN THE FASHION SYSTEM.

Milan, 27 September 2023 - The last September edition of Milano Fashion&Jewels was the right stage to present the 'Live Preview' of Sì Sposaitalia Collezioni: the trend-setting event for bridal, groom, ceremony dresses and accessories, to be held in Milan from 5 to 8 April 2024.

The protagonist was the dress for great occasions. From weddings to theatre premières, from gala evenings to all the events requiring a dedicated dress code. There's an increasing desire for elegance and formality, accompanied by a wish to dress well.

As a consequence, the possibility to combine clothes with jewellery and precious accessories becomes essential for a more complete and exclusive outfit.

This mix and match was the *leitmotif* of **Sposaitalia Live Preview**, the show that enlivened the exhibition on Sunday 17 September, thus allowing the visitors of Milano Fashion&Jewels to enjoy an immersive and transversal experience among the romantic creations of the bridal world; an opportunity that increasingly strengthened the synergy between **Sì Sposaitalia Collezioni and Milano Fashion&Jewels**, two complementary events in the world of fashion system.

The dresses - for ceremonies and weddings - were the stars of **Sposaitalia Live Preview**, enriched with jewelry and accessories chosen from the brands exhibiting at Milano Fashion&Jewels.

The show opened with two dresses designed by **Musani Milano Couture**: one in voile with decorations in neutral tones matching the macro earrings by **Alessandra Pirone Jewels**, the other in retro taste with a black and white print that found its perfect accessories in the rigid choker and bracelet with black macro stone created by **Byba Bijoux**.

The next to walk the runway was the mermaid gown with draped tail by **Olimpia Sposa**, matched with a necklace and bracelet made of sparkling crystals by **Malu Bijoux**.

The long dress presented by **Michela Ferriero** recalls summer memories in a cloud of chiffon, embellished by **Vanity Her's** necklace with aquamarine, gemstones and river pearls; while **Michela Ferriero's** dress, with a vent completely embroidered with Swarovski stones, was perfect to join the crystals that brightened up the jewellery set designed by **Claudio Canzian Bijoux**.



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

Afterwards, the blue-coloured proposal by Spanish designer **Manu Garcia**, whose colours are reflected in the scenic *ton sur ton* jewellery set designed by **De Liguoro**; followed by the dress with low-cut neckline by **Olimpia Sposa**, which gave prominence to the eye-catching silver necklace by **Ultima Edizione**.

The sensual dress with gold embroidery and chiffon by **Musani Milano Couture** was well complemented by the curvaceous gold-plated brass jewellery set designed by **Kalliope Jewelry**. On the other hand, **Valerio Luna's** long dress was mainly characterised by its colour, topaz green, amplified by the chocker and bracelet created by **Vidda Jewelry**.

The sumptuous romanticism of the bride was the star of the proposal by **Higar Novia Privee**, which was combined with the entirely handmade chandelier earrings and matching bracelet by **La Griffe bijoux**.

Finally, the show was closed by two 'grand gala' tulle dresses by **Dovita**: one entirely black on which stands out the gold-plated necklace with natural stones by **Andrea Marazzini**; and the other entirely pink to be matched, *ça va sans dire*, with the gold tiara and bracelet by **Ornella bijoux**.

The appointment with **Sì Sposaitalia Collezioni** will be in Milan (Allianz Mico) from 5 to 8 April 2024.