



FIERA MILANO



**SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK**

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SÌ SPOSAITALIA COLLEZIONI: ITALIAN STYLE THROUGHOUT THE WORLD AMBASSADOR IN NEW YORK

In collaboration with the Melange de Blanc event, the presentation and fashion show of clothing, accessories and jewellery representing the Italian style that is highly appreciated around the world

Milan, 16 October 2023. The New York Bridal Fashion Week 2023, which hosted the new bridal collections of the world's top designers in a three-day event coordinated by the CFDA together with The Bridal Council, has come to an end.

This year's edition debuted **Sì Sposaitalia Collezioni** in partnership with **Melange de Blanc**, a leading bridal exhibition in the USA, and in synergy with **Milano Fashion&Jewels**. The result was a captivating description of Italian creativity encapsulated in a range of dresses, jewellery and accessories by specially selected brands and protagonists of the **Sì Sposaitalia's Designer Edit** fashion show. This important event not only confirmed the event's role as an ambassador of Italian style in the world, but also proved fundamental in terms of visibility with the presence of buyers and operators generally remote from Italy, who were able to discover precious new collections.

Six brands were present - **Carla, Capri Sposa, Creazioni Maria Pia, Le Spose di Giò, Luisa Spose, Michela Ferriero** accompanied by **UNOERRE** jewellery and **Ornella Bijoux** tiaras, chosen as the perfect expression of the most authentic Made in Italy and Italian expertise. The proposal was well received by the public attending the event and was the main feature in the evening of Wednesday 11 October at the Melange Soiree, one of the most eagerly awaited events scheduled.

The New York event, fundamental for the international focus of **Sì Sposaitalia Collezioni**, also confirmed its synergy with **Milano Fashion&Jewels**, the trade fair to be held from 18 to 21 February 2024 at fieramilano (Rho) entirely dedicated to jewellery, clothing and fashion accessories; an increasingly powerful synergy, created with the aim of offering operators an increasingly versatile and multi-faceted range of products, in line with the increasing trend to separate "formalwear" and "statement-making dress" for special occasions.

Appointment at Sì Sposaitalia Collezioni, from 5 to 8 April 2024 at Allianz MiCo (Milan).

Appointment at Milano Fashion&Jewels, from 18 to 21 February 2024 at Fiera Milano (Rho)