



FIERA MILANO



**SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK**

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Fiera Milano

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SÌ SPOSAITALIA COLLEZIONI AROUND THE WORLD

Fiera Milano is launching the new edition, scheduled from April 4th to 6th, 2025, which is already making waves with a new campaign by Jacopo Ascari, highlighting the international scope of the event, now headed to the New York Bridal Fashion Week 2024

Milan, September 24, 2024 - From Milan to the rest of the world: a fusion of Italian style with a touch of international flair increasingly defines Sì Sposaitalia Collezioni, the Fiera Milano bridal event. The event has announced the dates of its new edition, set to take place at Allianz Mico on April 4, 5, and 6, 2025, and is preparing to head to New York for the *NY Bridal Fashion Week*. Accompanying the event is a newly image designed by artist Jacopo Ascari — also the creator of the previous ad campaign — who has captured the most intimate and innovative essence of this Milanese exhibition.

The tradition reinterpreted with an unconventional and cosmopolitan twist surrounds a bride, like an aura, who is immersed in a field of flowers, with the Milan skyline in the background, her pose romantically highlighting her independence and freedom. Seated among the flowers, the bride wears a gown that reflects the latest bridal fashion trends —the corset and fuchsia jeweled sandal — yet with a rock edge emphasized by bold makeup and a floral crown over her veil. The Citylife district skyscrapers, chosen as the event's backdrop and a silent homage to the great masters who designed them, form the perfect setting for this image, which encapsulates the DNA of Sì Sposaitalia in an appealing blend of contemporaneity and style, projecting its heritage directly into the future.

And that future is already a reality for the event, as it prepares to head to New York Bridal Fashion Week, renewing its collaboration with Melange de Blanc, one of the most exclusive pop-up shows during New York's Bridal Fashion Week and a key destination for top international retailers. From October 7 to 10, a selection of bridal designers, true interpreters of Italian savoir-faire, will be showcased at the Annex 417 space overlooking the famous Fifth Avenue. Le Spose di Giò, Michela Ferriero, and Creazioni Maria Pia are the names that Sì Sposaitalia has chosen

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as ambassadors of creativity. This participation, now in its second consecutive year, represents a crucial step in terms of visibility, offering the opportunity to connect with buyers and professionals who are typically far from the Italian market. They will be introduced to these national talents and then invited to the April 2025 edition.

All information is available on the event website:
<https://sposaitaliacollezioni.fieramilano.it/>

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