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SÌ SPOSAITALIA COLLEZIONI 2025: A STAGE FOR EVENTS, INNOVATION, AND TRENDS

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Milan, April 4, 2025 – From April 4 to 6, 2025, **Allianz MiCo** in Milan will host the 2025 edition of **Si Sposaitalia Collezioni**, confirming its role as a key event for the bridal sector. With a program full of initiatives, including **conferences**, **fashion shows**, and **special projects**, the event, organized by Fiera Milano, will offer a comprehensive overview of the latest trends and innovations in the bridal and formalwear world, making it an unmissable opportunity for industry professionals to update and network.

The **Salotto di Si Sposaitalia** is enriched with numerous high-profile events. Among them, the series of **Conversations with Giuliana Parabiago** stands out, bringing engaging discussions to the event. On Friday, April 4th at 12:30pm, the focus will be on "Wedding: the value of craftsmanship", in conversation with Morena Fanny Raimondo of More. On Saturday, April 5th, Parabiago will explore the relationship between East and West in weddings with the Nagae brand, while in the afternoon, she will focus on Chagall, vintage, and "emptied" volumes, in conversation with Elisabetta Polignano and Dario Mongioy. On Sunday, April 6th at 11:00am, attention will shift to accessories, analyzed not as a secondary element but as a co-protagonist.

A key moment will be the **Shop Survivor** talk on Sunday, April 6th at 12:00pm, titled "Wedding Atelier Marketing," which will address strategies to stand out and transform one's boutique into a go-to destination for brides and grooms.

These events are part of a rich program, organized in collaboration with the most authoritative Italian industry magazines. Topics will include inclusivity and diversity in the bridal sector, visual merchandising, store design, social marketing, luxury events, and sustainable fashion with **White Sposa**; as well as macro and micro bridal trends for 2026, sales and marketing strategies in a changing market with **Elle Sposa**.

The meetings aim to provide bridal professionals with practical tools to innovate and grow.

Fashion shows will represent another central moment of the event, showcasing a selection of exclusive collections. On Friday, April 4th, **Elisabetta Polignano** and **Peter Langner** will open the runway with their new creations, presenting their collections in an absolute Milan preview. The creations of **Donatella Gallo** and **Ariamo** will follow. On Saturday, April 5th, the program will feature the runway show of **Oksana Mukha**, favored by celebrities, then the one by **Musani**

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Si

SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

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Couture, synonymous with high-class tailoring, and the **Made in Sicily** collective, which will close the day. This fashion show calendar will offer an important showcase for both historic brands and emerging talents in the bridal scene.

A key aspect of **Sì Sposaitalia Collezioni 2025** is its role as a mentor for the new generation, with the event having partnered with **IED- the European Institute of Design** students, providing them with the inspiration necessary to create eight video stories focused on wedding dresses and special occasions. The final works will be projected on Sunday, April 6th, and the best one will be awarded with a scholarship. In addition to this project, the collaboration with **ITS Cosmo - Acof Olga Fiorini**, an Italian highly specialized excellence school, will showcase 6 dresses interpreting the students' vision of elegant and bridal wear, further demonstrating the event's commitment to promoting new talents in the fashion industry.

Sì Sposaitalia Collezioni 2025 will not only be an exhibition fair, but an immersive experience offering numerous opportunities for growth, networking, and professional development. With its ability to anticipate trends and connect the key players in the industry, the event reaffirms its role as a leading reference for those looking to stay ahead of the evolving bridal world.

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