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THE BRIDAL UNIVERSE RETURNS TO THE SPOTLIGHT AT SÌ SPOSAITALIA COLLEZIONI 2025

From April 4 to 6, the must-attend event for the bridal and formalwear industry returns, featuring a calendar packed with innovations and fashion shows. A special focus on creativity, innovation, and sustainability, with dedicated areas such as Unconventional Bride and new key collaborations.

Milan, April 4, 2025 – **Sì Sposaitalia Collezioni** returns as the premier showcase for the best of Made in Italy bridal and formalwear, alongside the most cutting-edge Italian and international collections. This edition brings together **over 200 brands from 21 countries** - including New Zealand and Taiwan - selected for their distinctive styles. A strong international presence is also confirmed, with **international buyers from 23 countries**, including key markets such as **Japan, South Korea, Greece, Poland, and South Africa**, recognized for their significant purchasing power and industry influence.

The 2025 edition will feature the exclusive participation of some of the most prominent names in the bridal industry, including **Peter Langner, Elisabetta Polignano**, and **Diamond Couture**, who have chosen this prestigious event as the ideal stage to present their collections. Among the absolute protagonists stand out **Maison Signore** with the new **SIGNORE Privé** line, **MySecret Sposa**, **More**, **Dalin Atelier**, **Senstudio**, **Heracouture**, **Alessandro Angelozzi**, and **Pronovias**, presenting the exclusive **Nicole Milano by Pronovias** collection in Milan as a premiere for the international market.

The **UNCONVENTIONAL BRIDE** area is confirmed for the 2025 edition, dedicated to a selection of niche and emerging brands in the bridal & accessories sector. This section, entirely designed for the total look of the modern and contemporary bride, is intended for those seeking new proposals to enrich their boutique. The area targets buyers in search of innovative labels that reinterpret bridalwear with a fresh and contemporary approach, featuring designers such as **VAIDA SCHIAVO DESIGN**, **SARA RADICE**, **FERDINAND CONCEPT**, and **MELANIA FUMIKO**.

Sì Sposaitalia Collezioni renews its commitment to embracing new trends and promoting high-quality content, shifting towards a more ethical and sustainable bridal fashion, while involving the new generation of creatives in the process of cultural change.

In fact, particular attention is given to young talents through the established collaboration with **IED- the European Institute of Design**. The **IED project for**

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Fiera Milano - Sì Sposaitalia Collezioni will involve 24 students from the Master in Fashion Communication&Styling, coordinated by **Giuliana Parabiago**, in the creation of video stories dedicated to special occasion dresses. The videos will be published on the event's social media channels, with the most outstanding work receiving a special recognition.

Alongside this collaboration, a project with **ITS Cosmo - Acof Olga Fiorini**, an Italian highly specialized excellence school, will be featured, showcasing six dresses that interpret the students' vision of an elegant bridal gown, further demonstrating the event's commitment to highlighting new talents in the fashion industry.

The rich calendar of fashion shows will energize the event's days, with runway presentations from brands such as **Elisabetta Polignano**, **Peter Langner**, **Donatella Gallo**, **Ariamo**, **Oksana Muskha**, **Musani Couture**, and the **Made in Sicily** collective. These moments will celebrate creativity and sartorial excellence, offering a complete overview of the latest trends in the bridal world.

The program is completed by the appointments at the **Salotto di Sì Sposaitalia**, a series of talks and meetings dedicated to the retail world. Industry experts will address crucial topics such as inclusion, digital marketing, visual merchandising, and event organization, offering insights and strategies to meet the needs of an increasingly sophisticated clientele.

Sì Sposaitalia Collezioni thus reaffirms its role as not just a trade fair, but a complete experience that highlights the excellence of the bridal sector, facilitating meetings, inspiration, and business opportunities for professionals from all over the world.

For all the latest information, visit the official event website:
<https://sposaitaliacollezioni.fieramilano.it/en/>