



SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

GREAT SUCCESS FOR SÌ SPOSAITALIA COLLEZIONI

Quality, creativity and an international canvas are the strengths of the 2019 edition with more than 10,000 visits to the exhibition and 200,000 individual visits online

Milan, April 16th 2019 – The 42nd edition of **Si Sposaitalia Collezioni**, the international exhibition of bridal wear and accessories, showcasing **220 collections** for bride, groom, ceremony and accessories, has concluded with great success.

The figures reported for the four day event at **Milano Bridal Week** confirmed the success of the exhibition's new concept setting and layout, as well as the high quality products shown, attesting Si Sposaitalia Collezioni's status as the international point of reference for the industry as a whole.

10,279 visitors came to fieramilanocity to see Si Sposaitalia Collezioni, with many more coming from around the world to visit the numerous events held in the city for Milano Bridal Week.

The international results were excellent, up from the previous edition: **30%** of visitors came from abroad, from a spread of **61 countries**. **Japan**, for many years a strategic market for the bridal industry, led the pack, followed by **Germany, Spain** and **Great Britain**. **Russia** also played a major role, with double the number of buyers coming to the fair, as did **Israel**, with very positive numbers for the first time in the event's history; the number of buyers from **USA, South Korea, Hong Kong, France and Switzerland** were unchanged from previous editions.

These results are largely due to the event's collaboration with **ITA-ICE, the Italian Trade Agency**, which proved once more to be a strategic partner in promoting the industry and the Made in Italy brand.

Online traffic also registered very positive results, with **200,000 unique online visitors** during the 4 days of Si Sposaitalia Collezioni. In detail, the event registered 139,000 visitors on Facebook and 62,000 on Instagram which, as the number one photographic social channel, also gained 1,500 new followers.

Buyers and press agreed in their appreciation of the events organised both inside and outside the exhibition: cocktail evenings, special parties and fashion shows - organised for the first time as part of the official calendar of **Milano Bridal Week** - made visitors' experience of the exhibition and the city itself even more enjoyable and exciting.

Si White Carpet by Sposaitalia Collezioni, the fashion show which, for the second time, brought capsule collections from the major wedding industry brands to the catwalk, was also a great success, as well as acting as the setting for the second **Si Sposaitalia Award** for Robert Cavalli, the young designer and founder of the Triple RRR label.

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