

# Si

SPOSAITALIA COLLEZIONI  
MILANO BRIDAL WEEK

4 | 6 April 2025

Allianz  MiCo



FIERA MILANO

# Glamour and elegance meet in Milan

Three days of **business** and **fashion shows**.

**For over forty years**, Sì Sposaitalia Collezioni has been the exhibition dedicated to **bridal wear, groom attire, ceremonial dress** and **accessories**.

An unmissable event for **boutiques, showrooms, distributors** and **wedding planners**.

**Where?** In **Milan**, the fashion capital: the key location for designers, companies, trade professionals and style fans to exchange ideas.



# Visitors

Boutique / Showroom / Distributors /  
Wedding Planner

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**Si Sposaitalia Collezioni** is an exclusive event reserved for professional trade operators and selected buyers.

**20%** of international  
presence

including Greece, France, Poland, Japan, Slovakia\*

\*Si Sposaitalia Collezioni 2024 data





# International buyers

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The exhibition carefully selects and invites the main buyers of the bridal world, extending a warm welcome and a rich hospitality package.

In the last edition, Sì Sposaitalia Collezioni welcomed buyers from **24 countries**, including: Japan, South Korea, Greece, United Arab Emirates, Canada, USA and Kazakhstan.

## TOP HOSTED BUYER:

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Takami (Japan), Matsueda Costume (Japan), Gloveentertainment (Japan), Love Wedding Atelier (Singapore), Vanilla Studio DMCC La Boutique Nuziale Vanilla (United Arab Emirates), Elizabeth Johns Bridal Couture (USA), BlackChic (Greece), Livia & Co Bridal & Evening Store (South Africa), Whimsical Bridal Boutique (South Africa)

# Why exhibit at Sì Sposaitalia Collezioni

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To present your Collections  
at an international exhibition.

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To get in touch with national and international  
boutiques and stores, influencers and media  
in the sector.

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To meet new operators in the sector.

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To increase your brand visibility, paving  
the way for new collaborations.





# A format that evolves with the market

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**Sì Sposaitalia Collezioni** responds to the needs of an increasingly dynamic market for a complete and diversified offer: from the essential sartorial tradition to proposals with a fresh and contemporary mood.

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## Focus on:

### Unconventional

The space dedicated to capsule collections, in a bridal & accessories key, for the modern and contemporary bride.

### Sustainability

Proposals that look to a sustainable future, to educate the industry and its customers on the topic and promote upcycling in the fashion industry.

# The exhibition centre located in one of the most modern districts of Milan

FIND OUT WHERE THE SÌ SPOSAITALIA  
COLLEZIONI AREA IS LOCATED



# Fashion Show

Present your new Collections on the runway with the exciting fashion shows of Sì Sposaitalia Collezioni, an unmissable meeting point for industry professionals and the press on the trail of the latest news.

**3** days of  
events

**12** dates  
in the fashion  
show hall

**21** leading  
brands

Some of the brands that presented their collections on the **Sposaitalia 2024** runway: *Elisabetta Polignano, Giovanna Alessandro, Justin Alexander, Modeca, Musani, Peter Langner, Randy Fenoli Bridal...*







# The Sposaitalia drawing room

A space dedicated to talks and special interviews curated by fashion journalist Giuliana Parabiago, to discover the latest bridal trends and possible scenarios in the sector, pursuing a mix of sustainability and Beauty, in all its forms.

**3** days of  
live talks

**8** unmissable  
events

**LISTEN TO THE INTERVIEWS  
OF THE LAST EDITION**

# Promote your brand all year round

## **COMMUNICATION MATERIALS**

Logos and banners to promote your participation in the exhibition on all your digital channels.

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## **SOCIAL MEDIA**

Engage with over 76,000 followers, generating over 8 million impressions, ready to communicate your latest Collections.

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## **MONTHLY NEWSLETTERS**

News, interviews and new features, sent to a database of over 24,000 contacts to tell your story and present your news.

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## **PRESS REVIEW**

The Sì Sposaitalia Collezioni press office is in constant contact with general and trade magazines to tell your brand's story.

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# A range of proposals for your stay in the city

From your journey to your stay in Milan for SÌ Sposaitalia Collezioni, MiCodmc is at your complete disposal to organise everything you need while in the city in every detail: travel, hotel booking, transfer or any other service that may be useful for you and your collaborators.

## SPECIAL RATES

at hotel facilities in Milan  
and close to the exhibition  
centre

## DISCOUNTS

on travel by rail and partnerships with  
the main airlines to guarantee the best  
conditions

## FULL SUPPORT

in organising exclusive tours and excursions to experience the city  
and its surroundings in a truly special and unique way through the  
choice of classic cultural visits, unusual itineraries and shopping tours



For more information, send an email to  
[sposaitalia@micodmc.it](mailto:sposaitalia@micodmc.it)



# Relive the last edition and prepare for the next one!

[BROWSE THE PHOTO GALLERY](#)

[WATCH THE VIDEOS OF THE LAST EDITION  
AND RELIVE THE FABULOUS FASHION SHOWS](#)

[READ THE LATEST NEWS](#)

[DISCOVER THE HISTORY  
OF THE EXHIBITION](#)

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2025**

**Allianz  MiCo**

**Do you want  
to become  
an exhibitor?**

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**FIERA MILANO**