



SPOSAITALIA COLLEZIONI REPORTS 7,318 BUYERS AND CONFIRMS ITS INTERNATIONAL STANDING

Careful selection of the collections, variety in the range, and unequalled quality are the strengths of the event

Milan, 25 May 2015 – Ending on a high note with **7,318 professional visitors** (in keeping with last year), the 2015 **of Si Sposaitalia Collezioni** was confirmed yet again the international platform of reference for bridal and eveningwear.

“Our roots in the Italian region are the strength of the event,” remarked **Corrado Peraboni**, Managing Director of Fiera Milano. *“We rounded it out with the finest international brands which accounted for **40% of the collections on display**. The **181 brands** represented an expression of excellence for style, versatility, and superior design content.”*

Peraboni continued: *“Among **international buyers**, which accounted for **29%** of the event admissions, the countries that have reported increases were the **UAE, U.S., Great Britain, Israel, Lebanon, Poland and Romania**. Slightly lower were Russia and France.*

*These **outstanding results were also achieved thanks to the support of the ITA-ICE (Italian Trade Agency)** which actively worked with us in selecting the buyers.”*

For the large buyers, the event is important due to its sheer variety, unparalleled care and the production quality of the collections on display which were vetted heavily upon admission. This is exactly why quality represents the **most distinctive feature of Si Sposaitalia**.

As a result, the collections ranged from shoes designed by engineers but custom made to measure according to expert Italian craftsmanship, to “modular” outfits that can be transformed, with a single touch, from wedding gowns and elegant eveningwear to eco-friendly and sustainable designs and accessories, created in respect for the environment and work in countries in crisis. The value of this fashion product multiplies and is differentiated, by adding to the logic and “glam” and the beauty, research, versatility, and production techniques.

This 2015 edition was also a hub for celebrity appearances, with Anna Falchi, Gabriel Garko and Belen Rodriguez as special guests demonstrating how even those who already possess charm and allure still look for fashion to add a new dimension to their personality.

Confirming its participation at the event in the virtual world of social channels, which will continue to guide visitors and exhibitors after the event is over, **Sposaitalia** welcomes exhibitors and visitors in 2016, from 20 to 23 May.

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