

PURITY AND MODERNITY IN A SUSPENDED ATMOSPHERE: THAT'S THE NEW IMAGE OF SÌ SPOSAITALIA COLLEZIONI 2018

The most glamorous event of the Milan Bridal Week keeps one step ahead and is the first in the international calendar of the most important trade fairs

Milan, 18 October 2017 – **Sì Sposaitalia Collezioni** will next year open the international calendar of the most renowned bridal fashion weeks: the Italian event, organised by **Fiera Milano** and dedicated to the new bride, groom and ceremony garment and accessory collections, will in fact take place **from 6 to 9 April 2018** at fieramilanocity. An absolute novelty that for the first time turns the spotlight on Italy and, in particular, on Milan, providing the Fair with the perfect opportunity to meet the challenges of a constantly changing market.

A new beginning that also includes the launch of **“Evocative mood”**, the new campaign of **Sì Sposaitalia Collezioni 2018**: a "suspended" dimension, a limbo in a dark space, becomes an ideal catwalk that, in a single image, encloses a multi-form concept made of purity, intensity, modernity and character.

Black and white, in perfect and harmonic symbiosis, merge and reflect in a strong play on contrast that is powerful and aggressive but at the same time poetic and elegant. The languid but secure stride of the protagonist figure expresses the harmonious, strong and engaging idea of a precise way of being a bride: the multidimensional space in fact takes on the appearance of an imaginary catwalk on which the woman proudly proceeds, wearing an embroidered dress with a soft silhouette and essential lines, which narrates the contemporary with great charm and spirit, while still retaining the contours of timeless romance.

In the perfect contrast between black and white, light and shade, the new campaign underlines the intention of **Sì Sposaitalia Collezioni** to focus on the concept of a modern, clean, essential and certainly **"fashion"** image, confirming the current importance of the fashion world on the international market. And fashion parades will in fact be the focus of this new edition, enriching a busy calendar of appointments dedicated to presenting the new bridal proposals for 2019.

Manufacturing excellence, high quality of materials used and creativity of the couturiers combine with the entrepreneurial experience of companies that have the ability to significantly penetrate the international market, conferring on **Sì Sposaitalia** industry leadership capable of attracting buyers from all over the world. **Sì Sposaitalia Collezioni** is a perfect showcase of the elegance and sophistication of the sartorial workmanship, as well as an unrepeatable opportunity for **business** and exchange of ideas for all industry players.

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