

To mark its 40th anniversary, **Si Sposaitalia Collezioni**, which will take place from May 19-22, will host the first ever Elle International Bridal Awards.

Elle, the most widespread international women's magazine, which for thirty years now has been speaking to women worldwide about fashion, beauty and lifestyles, is part of an exclusive collaboration that will see the new accolades being awarded based on the following **ten categories**: Best Bridal Gown, Best Bridal Collection, Best Groom's Wear collection, Best Collection of Bridal Jewellery, Best Bridal Runway Show, Best Ad Campaign, Best Emerging Stylist, Lifetime Achievement Award, Best Wedding Planner and Best Honeymoon Resort.

Journalists from the Elle editions specialising in bridal fashion and hailing from Australia, South Korea, Germany, Japan, Italy, Malaysia, Mexico, Hong Kong, Sweden, South Africa, Taiwan and Turkey have made their selections.

The winners will receive their awards before all the initiative partners, international judging panel experts and prestigious guests at a glamorous event hosted by **Si Sposaitalia Collezioni** as part of the trade show.

Si Sposaitalia Collezioni further confirms its status as the most glamorous event taking place at **Milano Bridal Week**. An event currently reserved to sector professionals but that is engaging the media and the city more and more thanks to its growing numbers: **200 bridal collections** are expected with many **new entries** and a larger exhibition space, integrated into a calendar of runway shows, featuring some of the most creative brands within the bridal fashion industry.

The **crème de la crème of Made in Italy** have confirmed their attendance. Including **Antonio Riva**, advocate of elegance and rigour within the bridal sector owing to his background as an architect; **Tosca Spose**, which, from Bologna, is conquering the world with its artisanal touch; **Giuseppe Papini**, who brings the new millennium to his sculptural dresses where research teamed with Italian sartorial tradition reigns supreme; **Atelier Magnani**, where family tradition meets cosmopolitan fashion; **Elisabetta Polignano**, with her understated and elegant gowns featuring sophisticated details; **Bellantuono**, the historic Apulian maison that produces supremely prestigious collections; **Blumarine** designed by Anna Molinari with her romantic gowns awash with lace, embroidery and appliqué.

For four days **Milan** will be the destination for **over 8,000 leading Italian and international buyers**, where **business and creativity and tradition and new cultures** symbiotically merge with the unique ambient of Italy's fashion capital, which will be brought to life by the most interesting trends in **bridal gowns, accessories and formal wear for men, women and children**.

A considerable investment has been made to ensure the participation of carefully selected **international buyers** thanks, in part, to the expertise of the **ITA** (Italian Trade Agency). Particular focus will be directed towards the buyers visiting from the brightest and most dynamic global markets, including professionals from **Saudi Arabia, China, Dubai, Japan, Great Britain, Hong Kong, Kuwait, Iran, Libya, Qatar, Russia, Singapore, South Africa, Turkey and the USA**. In addition to the invited buyers, Italian and international buyers and corporate decision-makers will, as always, be in attendance as visiting professionals.

For up-to-date information about **Si Sposaitalia Collezioni**:

<http://sposaitaliacollezioni.fieramilano.it>, @Sisposaitalia, #sposaitaliaemotions.