



Si Sposaitalia Collezioni brings forward the dates and launches the White Carpet Fashion Show

The runway show that combines savoir-faire and fashion appeal
From 6 to 9 April 2018 – fieramilanocity

Milan, 30 October 2017 – Scheduled to take place from the 6th to the 9th of April, **Si Sposaitalia Collezioni** brings forward the dates and introduces a **change of format**, launching the **White Carpet Fashion Show**, the runway show that, from the heart of Milan, will present the new modern and innovative concept of the formal wear sector before an international audience.

The next edition of Si Sposaitalia Collezioni will in fact be inaugurated by a **special catwalk show** that, on day one of the event, will see **important names in the prêt-à-porter sphere** take to the runway in a **prestigious city-centre location**. **Internationally renowned designers** will be presenting creations that have been designed in collaboration with some of the biggest names in the bridal and formal wear industry, resulting in a union of creativity and manufacturing that also spans art and culture. In fact, **‘Triumph of Love’**, the installation dedicated to the wedding ceremony from the 16th to the 20th century that took place at Castello Sforzesco – as part of the Milano XL project at the last edition of **Milan Fashion Week** - has inspired the collections. Milan, the already long-established fashion capital, therefore becomes the focus of the new bridal week format, combining savoir-faire and fashion appeal; a development that goes hand in hand with the brave decision to bring forward the dates with respect to other large international fairs. *“A project that is intended to strengthen the impact of the event on an international scale, by focusing on two key elements: the quality of the offer and the appeal that the Italian fashion industry has throughout the world”*, explains Simona Greco, Director of Si Sposaitalia Collezioni.

The **White Carpet Fashion Show**, of which the location is yet to be revealed, will become part of the wider and already established Si Sposaitalia Collezioni, the event organised by **Fiera Milano** in the fieramilanocity exhibition spaces that, over the years, have experienced considerable success, so much so as to be considered a point of reference for the sector both nationally and internationally. The fair is set to be distinguished by over **200 collections**, with 35% of these hailing from international designers. The decisions to launch the new format and to change the schedule constitute part of a wider **renewal strategy**, intended to promote the quality that already characterises the event and to boost its impact on a global scale.

Si Sposaitalia Collezioni represents the most glamorous event taking place at Milano Bridal Week. For over 40 years now, undisputed market leaders have been presenting their collections of wedding gowns and formal wear and accessories for men, women and children. **Manufacturing excellence**, the use of premium quality materials and the **creativity of the couturiers** will take centre stage at the event, in addition to the entrepreneurial experience of companies with the capacity to effectively enter the international market, enabling the fair to attract buyers from all over the world. **Si Sposaitalia Collezioni**, in this regard, represents the perfect showcase for the elegance and sophistication of tailoring techniques, as well as a unique opportunity for all sector operators to do **business** and exchange ideas.

Fiera Milano Press Office
Rosy Mazzanti – Elena Brambilla
elena.brambilla@fieramilano.it - +39 02 49977939