

SIEGRID HAMPSINK-GOSSO | THE FORCE BEHIND EUROPEAN BRIDAL WEEK

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After the announced that the two market leading shows in Germany are merging into one event, the board members, partners of Interbride and the European Bridal Week organizing team have had numerous reactions; the feedback was consistently positive, both from the exhibitors and especially from the visitors and thus from the retail trade. “We got the impression that retailers have been hoping for, if not waiting for such a merger for a long time”, says Siegrid Hampsink-Gosso, Event Director of European Bridal Week.

The individuals responsible for both fairs saw it as their duty to jointly meet the demands of the numerous visitors to both bridal fashion fairs and to create an order platform in Germany that could offer a forum to all areas of the industry. By merging the two trade fairs, we want to strengthen the bridal fashion industry in Germany and position it in the best possible way for future market developments. Because there is one aspect here that brings us together and unites us, and that is passion for the industry. And that’s why the motto for the upcoming trade fair is: “Creating Magic Together”.

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The future of the trade fair will take place as European Bridal Week in Messe Essen, Germany. This means that Essen will remain the international meeting place for the entire bridal fashion industry when the ultimate ordering and networking event for the industry takes place here from the 1st-3rd of April next year.

Visitors to the European Bridal Week can look forward to a larger range of collections and new designs than previously in Essen this year. “We can already say that the exhibitor portfolio will include more than 500 brands. In two large halls of Messe Essen, visitors will find not only the manufacturers who have already been represented at Interbride and the European Bridal Week in previous years, but also other new and innovative brands that offer visitors inspiration for the coming season,” states Hampsink-Gosso.

Germany has been a strong location for the bridal fashion industry in recent years. This was evident for manufacturers with a view to the order volumes in comparison to other regions. At the same time, the retail trade was able to maintain a high level of motivation and remained upbeat.

With the merger of the two trade fairs, trade now has an even more stable platform in Germany, and this is a positive sign in challenging times.

Editor’s note:

There is no imagery associated with this press release.

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