EXTRAORDINARY BY DESIGN – THE RBW AWARDS RETURN

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Celebrating bridal excellence, giving the industry a voice and bringing Italian heritage together with international creativity

Rome Bridal Week returns from 14 – 16 March 2027 under the theme *Extraordinary by Design*. A celebration of creativity, craftsmanship and business, the event once again brings together the people and brands shaping the future of bridal fashion. Among its highlights is the return of the RBW Awards, following the success and positive industry response to their inaugural edition in 2026.

The RBW Awards 2027: Celebrating the industry's choice

Taking place on Monday evening, 15 March 2027, in the Event Area at Fiera di Roma, the second edition of the RBW Awards will once again put the spotlight on outstanding brands and talents across bridal fashion.

For 2027, the awards place the decision entirely in the hands of the industry. Registered Bridal boutiques and retailers planning to visit Rome Bridal Week can vote for their favourite exhibiting brands when registering for Rome Bridal Week. Every eligible visiting store will have the opportunity to cast its vote in each award category, with voting closing on 12 February 2027. The brands honoured with an RBW Award will be chosen by the retailers and bridal professionals who work with the collections, understand their markets and bring these designs to customers. It is a celebration shaped by the professionals who work with the collections and understand the brands' value first-hand.

Giorgia Spadaccini, Event Director of Rome Bridal Week, comments: “The positive response to our first RBW Awards showed how much the industry values the opportunity to recognise the brands that make a difference. We are delighted to bring the awards back for a second

edition. By giving registered visiting retailers the opportunity to decide who is honoured, we are making the awards a genuine celebration of the industry's own choices, appreciation and passion. This is what *Extraordinary by Design* means to us: recognising the creativity and dedication that continue to shape the world of bridal fashion in Italy."

Visitor registration and RBW Awards voting now open

Registration for Rome Bridal Week 2027 is now open. Qualified bridal boutiques, retailers and industry professionals are invited to register for complimentary admission to Italy's leading B2B bridal fashion event. During the registration process, visitors will also be able to cast their votes for the RBW Awards directly through their personal registration account.

Made in Italy, connected to the world

Extraordinary by Design is rooted in the qualities that have long defined Italian bridal fashion: creativity, craftsmanship, design and an unmistakable attention to detail. Italy's heritage remains at the heart of Rome Bridal Week, providing a distinctive foundation for an event that is increasingly international in its outlook.

Valentina Mazzoni, Sales Manager of Rome Bridal Week, explains: "Made in Italy stands for a unique combination of creativity, craftsmanship and quality that continues to inspire bridal fashion around the world. It is an essential part of our identity and of what makes Rome Bridal Week special. At the same time, we are proud to welcome a growing number of international brands, creating a platform where different design perspectives, traditions and ideas come together. This combination of Italian excellence and international creativity is what makes our bridal world so extraordinary."

By bringing together Italian heritage and international talent, Rome Bridal Week celebrates the diversity, creativity and craftsmanship that define

the industry – not only through the collections presented on the show floor, but also through the RBW Awards, which recognise and honour the people and brands behind them. In doing so, Rome Bridal Week embraces its responsibility to the industry and celebrates what makes bridal fashion *Extraordinary by Design*.

ROME BRIDAL WEEK | 14 – 16 MARCH 2027 | FIERA DI ROMA, ITALY
https://romebridalweek.com

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There is imagery associated with this press release. Please follow this link for downloading imagery:
https://we.tl/t-3vXs3ujfwAMtR7uA

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