

## **ROME BRIDAL WEEK 2026 PRESENTS THE FIRST-EVER RBW AWARDS**

**30 OCTOBER 2025 – FOR IMMEDIATE RELEASE**

### **Celebrating talent, craftsmanship, and the spirit of global bridal fashion at RBW 2026**

Rome Bridal Week, taking place from 22 – 24 March 2026, is set to raise the bar for international bridal fashion events with the introduction of the RBW Awards, a brand-new highlight celebrating excellence, innovation, and creativity within the global bridal industry.

### **The RBW Awards 2026**

The RBW Awards, set to take place on Sunday, 22 March 2026, at the elegant event area of Fiera di Roma, will honour designers, manufacturers, and professionals who are shaping the future of bridal fashion. Winners will be determined through a combined process of jury selection and visitor voting, ensuring that both industry expertise and retail experience play an important role in the outcome.

Registered bridal stores visiting Rome Bridal Week 2026 are invited to vote for their favourite brands exhibiting at the show. Each store will have one vote per award category, helping decide which companies take home the prestigious RBW Awards.

Elena Colonna, Sales & Event Director of Rome Bridal Week, says: “We are thrilled to introduce the RBW Awards as a new highlight within the Rome Bridal Week experience. The RBW Awards are our way of celebrating the passion and artistry that drive this industry forward. They recognise those who constantly innovate, inspire, and set new standards for bridal excellence for the Italian market. We want to honour the professionals behind the beauty – the ones who make dreams tangible.”

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## **Visitor registration now open**

The registration for Rome Bridal Week 2026 is now open. All qualified bridal professionals are invited to register for free 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.

## **The power of expanding global connections**

For 2026, Rome Bridal Week continues to strengthen its international reach through a dedicated visitors programme, focusing on welcoming leading bridal retailers and buyers from Asia as well as from the Middle East.

Elena Colonna explains: "These regions represent a dynamic and growing buying force. Buyers from Asia and the Arab countries are continuously looking for new ideas, distinctive designs, and creative expressions in bridal fashion. Their presence at Rome Bridal Week adds incredible energy to the event and opens valuable opportunities for global exchange and collaboration."

Rome Bridal Week 2026 is set to unite designers, retailers, and industry professionals from around the world, shaping the future of bridal fashion on a truly international stage.

**ROME BRIDAL WEEK | 22 – 24 MARCH 2026 | FIERA DI ROMA, ITALY**  
<https://www.romebridalweek.com>

### **Editor's note:**

There is imagery associated with this press release. Please follow this link for downloading imagery:

<https://we.tl/t-2t1XQWJali>

### **Media contact:**

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