

**ROME BRIDAL WEEK LAUNCHES NEW 2027 VISION:
EXTRAORDINARY BY DESIGN**

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Connecting Italian Excellence with Global Opportunity

Rome Bridal Week is introducing its new vision for 2027: Extraordinary by Design, celebrating the people, creativity, craftsmanship and ideas that continue to shape the international bridal industry.

Taking place from 14 – 16 March 2027 at Fiera di Roma, Italy, Rome Bridal Week brings together Italian and international bridal brands with professional retailers, buyers and industry professionals. At the heart of the 2027 vision is the belief that extraordinary bridal is not created by chance, but through the talent, expertise, dedication and vision of the people behind it.

The new campaign explores four dimensions of this vision: Celebrating the Extraordinary, Experiencing the Extraordinary, Defining the Extraordinary and Crafting the Extraordinary. Together, they highlight the people behind bridal fashion, the experience of discovering collections and creating connections in Rome, the ideas and trends shaping the industry's future, and the craftsmanship that transforms creative vision into exceptional design.

With its strong Made in Italy heritage and international outlook, Rome Bridal Week provides a distinctive meeting point between Italian design excellence and the global bridal market. For exhibitors, the show offers an opportunity to present their collections, meet new and established buyers and develop international business relationships. For retailers, it provides access to new collections, emerging ideas and brands from Italy and beyond.

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“Extraordinary is created by people, and this is what we want to celebrate with our 2027 vision,” says Valentina Mazzoni, Sales Manager of Rome Bridal Week. “Rome offers a unique combination of Italian craftsmanship, international bridal fashion and an inspiring environment for business. We want our exhibitors and buyers to experience all of these elements when they come to Rome.”

The Fashion Shows at Rome Bridal Week are an important part of this experience, bringing collections to life through movement, atmosphere and creative presentation.

“Our Fashion Shows bring another dimension to the Rome Bridal Week experience,” says Giorgia Spadaccini, Event Director of Rome Bridal Week. “Extraordinary by Design reflects what makes our industry so special. Behind every collection, every detail and every successful connection are people with passion, expertise and vision. On the runway, this comes together in a very tangible way. Designers, artisans, creative teams and models bring their ideas to life, creating moments that inspire and connect the bridal community. Our role is to create the space where these different worlds can meet, connect and inspire one another.”

With Extraordinary by Design, Rome Bridal Week looks ahead to another edition dedicated to the people and ideas shaping the future of bridal – bringing Italian excellence and international perspectives together in the heart of the Eternal City.

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

Editor's note:

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

<https://we.tl/t-eFuB3OMBRf0017YJ>

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