

MADE IN ITALY TAKES CENTRE STAGE AT RBW 2025

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Rome Bridal Week Welcomes Visitors Worldwide to Celebrate Bridal Innovation

Today marks the highly anticipated first day of the seventh edition of Rome Bridal Week at Fiera di Roma, where the ambiance is buzzing with excitement and creativity. This year's event has set a remarkable stage for showcasing the best in bridal fashion, with a keen focus on the theme "Made in Italy," while seamlessly merging the finest international brands.

Rome Bridal Week has emerged as a pivotal landmark in the bridal industry, attracting visitors, designers, and vendors from all corners of the globe, including the CIS, France, Germany, Greece, Poland, Portugal, Scandinavia, the UK, the UAE, and the USA. As the show opened its doors, attendees were greeted with a stunning display of bridal couture that celebrates the splendour of Italian craftsmanship and design innovation.

The iconic theme of "The Essence of Bridal Elegance" is encapsulated in this year's exhibits, emphasising the intricate artistry of Italian designers renowned for their exceptional quality and aesthetic. Brands representative of Italy's rich heritage in fashion stand side-by-side with global labels, creating a vibrant melting pot of styles and inspirations. This captivating juxtaposition highlights Italy's enduring influence in bridal fashion, truly highlighting that the Eternal City is the Italian home of bridal.

As industry professionals walked the show floor, the atmosphere resonated with creative energy. Exhibitors showcased their latest collections, allowing for an immersive experience that captivated the senses. From delicate lace gowns to modern silhouettes, the meticulous craftsmanship of Italian designers was evident in every piece, while the fusion with international brands – just to name a few – Justin Alexander, Madi Lane Bridal or Allure Bridals brought fresh perspectives and

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innovative flair, making the event a true celebration of diversity in bridal aesthetics.

"This year's Rome Bridal Week is not just an exhibition; it's an experience," says event director Elena Colonna. "By embracing the values of Made in Italy, with brands like Dalin, Donatella Gallo, Luisa Sposa, Maison Signore, and Mysecret Sposa showcasing their latest collections, we aim to underline the richness of Italian bridal fashion while welcoming influential brands from around the world. Our goal is to create an inclusive platform where creativity flourishes and new trends are born."

The buzz on the show floor has reflected the enthusiasm of attendees – buyers, media representatives, and bridal specialists alike have expressed how the convergence of various styles and traditions opens new avenues for collaboration and inspiration. With two more days of engaging showcases, Rome Bridal Week is poised to leave a lasting impact on the bridal industry. Visitors can expect to discover innovative designs, engage in inspiring conversations, and witness firsthand the future of bridal fashion as it unfolds.

As the first day draws to a close, excitement builds for what's to come. The atmosphere is charged with the promise of new partnerships, ground-breaking designs, and an unforgettable celebration of bridal elegance.

For more information about Rome Bridal Week and the list of exhibiting brands, please visit www.romebridalweek.com

ROME BRIDAL WEEK | 16 – 18 MARCH 2025 | 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-mitlZP8tYh>

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