

## **STORES ARE CELEBRATING DIFFERENCE**

18 April 2024 – FOR IMMEDIATE RELEASE

### **European Bridal Week with an international audience from no less than 54 countries**

When European Bridal Week (13 - 15 April) closed its very glamorous doors in the halls of the Messe Essen, Germany, show organisers United Fairs had much to celebrate.

Next to celebrating the 10th anniversary edition, the largest bridal industry trade event of the year, where over 500 design-driven collections met with the event's record number of unique visitors from no less than 54 countries, set new standards in "Celebrating Difference".

Said Event Director Siegrid Hampsink: "We were certainly anticipating a great turnout from the thousands of pre-registered retailers, but this exhibition surpassed our estimates due to a record number of unique visitors in these demanding times.

"Celebrating Difference" stated Event Director Siegrid Hampsink, "has to be more than words. In this industry of ours which has seen its own challenges in recent years, being different means adopting new approaches, attracting attention, and delivering what your audience wants. Our exhibitors ably prove in their new collections that we are in the start of a whole new chapter in bridalwear, and

Marketing & PR Department | European Bridal Week  
Phone: +31 (0)318 769 233 | Email Marketing: [marketing@europeanbridalweek.com](mailto:marketing@europeanbridalweek.com)  
Phone: +31 (0)318 769 233 | Email PR: [marketing@united-fairs.com](mailto:marketing@united-fairs.com)

Organised by United Fairs BV  
Klinkenbergerweg 40 | 6711ML Ede | The Netherlands  
[www.europeanbridalweek.com](http://www.europeanbridalweek.com)

we, as exhibition organisers, are proud to have been instrumental in facilitating change.

New trends were set at this key show, which is deliberately early in the season to allow for deliveries into retailers at the time they are at their busiest.

Plans are already in place for the 2025 show, which again will be at Messe Essen, 29 - 31 March 2025. Not surprisingly, bookings have already been confirmed, just a couple of days after the success of this year's event.

**James Waddington, Owner, Romantica of Devon | United Kingdom:**

“European Bridal Week is the must attend show for the Northern European Market and has again delivered a stand out event for ourselves and our customers. We are looking much forward to 2025 already!”

**José López, International Occasionwear Director, Rosa Clará Group | Spain:**

“The show went very well for us, and everything was well organised. We had the opportunity to showcase our new collections to existing accounts that couldn't travel to our showroom, and we opened new accounts with EBW visitors.”

**Susanne Mindermann, CEO, Luxuar Fashion | Germany:**

“Again, EBW was perfectly organised! We had a very successful time in Essen. The customer frequency was even better than in 2023, and we saw a large number of new customers who wanted to get to

Marketing & PR Department | European Bridal Week  
Phone: +31 (0)318 769 233 | Email Marketing: [marketing@europeanbridalweek.com](mailto:marketing@europeanbridalweek.com)  
Phone: +31 (0)318 769 233 | Email PR: [marketing@united-fairs.com](mailto:marketing@united-fairs.com)

Organised by United Fairs BV  
Klinkenbergerweg 40 | 6711ML Ede | The Netherlands  
[www.europeanbridalweek.com](http://www.europeanbridalweek.com)

know our portfolio. Additionally, the gala event was a highlight for customers and exhibitors. We are already looking forward to EBW 2025.”

**Daniel Saul, Owner, Mascara London | United Kingdom:**

“A good commercial exhibition.”

**Eduard Pfizenmaier, Owner, Amera Vera, Fashion Queen, Lohrengel, Papilio Fashion | Germany:**

“We were absolutely satisfied with everything. The organisation of the event was outstanding. We have seen a lot of visitors, and we had great footfall to our stand.”

**Adrian Latoszek, Owner, Dama Couture | Poland:**

“We love the loyal team and the EBW show itself as we feel that the show is growing with us. These are all the small things which make our life easier as an exhibitor and allow us to focus on the business only during the trade show days.”

**Bartosz Wodecki, Owner, Bianco Evento | Germany:**

“EBW is one of the most important meeting platforms for our industry throughout the year. Here, we have the opportunity to exchange ideas with our customers in a great atmosphere. The organisation and visitor frequency of the trade fair are always impressive.

We are very pleased that we had such a successful time this year, being able to take an EBW Award home with us, a great reward for our hard work. A big thank you to our wonderful customers and employees.”

Marketing & PR Department | European Bridal Week  
Phone: +31 (0)318 769 233 | Email Marketing: [marketing@europeanbridalweek.com](mailto:marketing@europeanbridalweek.com)  
Phone: +31 (0)318 769 233 | Email PR: [marketing@united-fairs.com](mailto:marketing@united-fairs.com)

**Editor's note:**

There is no imagery associated with this press release. Imagery is available upon request.

**Media contact:**

Helena Kischka

PR & Marketing | European Bridal Week

marketing@united-fairs.com

+49 1774637492

--- ends ---

Marketing & PR Department | European Bridal Week  
Phone: +31 (0)318 769 233 | Email Marketing: marketing@europeanbridalweek.com  
Phone: +31 (0)318 769 233 | Email PR: marketing@united-fairs.com

Organised by United Fairs BV  
Klinkenbergerweg 40 | 6711ML Ede | The Netherlands  
www.europeanbridalweek.com