

SPOSAITALIA COLLEZIONI REPORTS 7,273 BUYERS

- 7% increase over the last edition, proving the soundness of the strategy and positioning of the event
- Buyers from around the world on the increase: arrivals from Japan, the United States, Saudi Arabia, and Australia, all on the lookout for new trends and high quality fashions

Milan, 26 May 2014 – The **2014 edition of Sposaitalia Collezioni** (23-26 May in fieramilanocity) ended to great success, confirming the bridal industry's interest in responding to the global markets with dynamic, high quality products. The final visitor numbers were more than positive: **7,273 buyers** (up from 6,798 a year ago).

The foreign visitor numbers showed better improvement than their Italian counterparts and exceeded 2,000 total buyers (from more than 50 countries), accounting for **28% of attendance**.

Driving the foreign presence was the significant interest shown by **Japan** with nearly 300 buyers at the event, plus good numbers from the Middle East with exceptional results from **Saudi Arabia, Israel and Jordan**; the event also attracted strong attendance from **South Korea** and the **United States**. Buyers from the U.S. were back up after a few years on the downswing. Among the most important European markets were **Austria, Germany, Portugal** and **Spain** and strong attendance from Eastern Europe and Russia.

Sposaitalia Collezioni confirmed its role as a reference point for international bridalwear, an industry that can weather an economic crisis only when the quality is truly exceptional. This quality was clear in the collections of the **170 brands** in this edition, which have elicited a more than positive response from buyers and the international media.

The final numbers clearly reflect the performance of the markets: the Italian market is still experiencing difficulty, while the foreign markets continue to drive **Italian production**, especially countries reporting a growing, solid gross domestic product. Overall, this year was a positive edition: buyers - and all the key names checked in - arrived with a desire to see the new items and make deals; and the manufacturing companies gave their best, in the collections and in the presentations.