



# INTERBRIDE

INTERNATIONAL | FASHION FAIR | DÜSSELDORF

04. - 06. 05 | 2019

## **The magical spirit of wedding, bridal fashion and special occasion wear. The international industry specialists ordered their 2020 collections at the INTERBRIDE**

The around 5,000 visitors who attended this year's INTERBRIDE in Düsseldorf experienced three days of "wedding and event fashion at its best". Before the start of the new season, international retailers are invited to this industry trade show, which is now in its seventh year. From 4 to 6 May 2019, they ordered the outfits which bridal couples and wedding guests will be wearing in 2020.

**Düsseldorf, 16 May 2019** – The event kicked off with a surprise provided by a string quartet that welcomed the trade show visitors with live music. With the melodies of popular songs still ringing in their ears, the next highlight was already waiting for them: a catwalk with designer gowns that was bathed in special lighting effects and offered the perfect setting for numerous photos. The trade show organisers certainly welcomed their guests in style!

The organisers absolutely met the potentially extremely high expectations of the industry audience that travelled to Düsseldorf by creating a completely new look with hundreds of vases filled with white flowers that were suspended over the central piazza. Right from the start, the INTERBRIDE has not only been a platform for international exhibitors but also stood for an unparalleled ambience that distinguishes it from its competitors.

### **Outstanding mix of top-quality exhibitors**

"We have kept our promise that the INTERBRIDE would once again be a trade show with a difference. Over the three days of the show, around 5,000 visitors from more than 50 countries placed their 2020 orders with our 180 exhibitors, which included market leaders such as Sincerity, Mori Lee or Essence of Australia," reports trade show CEO Ulrich Wendel. "We have therefore managed to considerably increase the event's internationality," he adds (the trade show attracted visitors from only 40 countries last year). The total number of visitors has remained consistently high; all in all, the event was therefore a resounding success. The fact that almost 40 per cent of the visitors travelled to Düsseldorf from other countries, even from as far away as Australia or Brazil, has led Wendel to conclude that thanks to its location in the heart of Europe, the trade show's reputation has now also become firmly established internationally.

### **Networking hotspot for the industry**

The "business talk" get-togethers on Saturday and Sunday evening which everyone had been invited to by the trade show organisers offered an opportunity to network both on a professional and on a personal level whilst enjoying the finger food and drinks provided. In a relaxed atmosphere, people talked about their everyday working lives, as well as the latest news, trends and changes on the market.



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The feedback from the exhibitors, who praised the quality of the visitors they encountered at their stands and expressed extremely positive views of the ordering business in general, has a considerable impact on the future. "Our trade show influences what we will be seeing in the 2020 season. The companies say that attending our trade show is therefore vital for them. What happens at the INTERBRIDE significantly influences the next season. As a trade show, we have managed to offer inspiration, give people the chance to strengthen their business relationships and encourage the industry to network. This makes us an outstanding B2B platform, by international comparison," Wendel says, summarising the trade show's outcome, an excellent basis for the organisers to build on as they start the preparations for next year.

**The latest INTERBRIDE news is available online and on various social media channels:**

Internet: [www.interbride.eu](http://www.interbride.eu)

Facebook: [www.facebook.com/Interbride.eu](http://www.facebook.com/Interbride.eu)

Instagram: [interbridegmbh](https://www.instagram.com/interbridegmbh)

Pinterest: [www.pinterest.de/interbridegmbh](http://www.pinterest.de/interbridegmbh)

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