



# INTERBRIDE

INTERNATIONAL | FASHION FAIR | DÜSSELDORF

04. - 06. 05 | 2019

## **INTERBRIDE sets the trend for the wedding fashion industry**

The tradeshow INTERBRIDE has been a top address for international buyers of wedding, bridal and event fashion for six years. About 5,000 visitors ordered the collection for the 2019 season right here in Dusseldorf.

**Dusseldorf, 16/05/2018** – All around it was a successful return to Halls 8 a and b, which after two years once again became the venue for INTERBRIDE 2018. A total of 180 international manufacturers of wedding, bridal and event fashion as well as accessories showed their latest collections under one roof. About 5,000 buyers from 41 countries were able to experience four days of the latest creations and the fashion trends of the coming season, which will be available in the specialist stores from autumn.

### **Impressive tradeshow atmosphere**

More space, optimised hall planning and significantly shorter distances was the promise with which the tradeshow organisers approached this year's race. And in the end, they kept their word with an impressive concept and appearance which invoked a positive reaction from all exhibitors and visitors.

"We really set our benchmark very high, something we were very aware of because we advertised our optimised hall concept all year promising each exhibitor an A1 position," reports Hermann Thole, who has been acting as ambassador and consultant for the tradeshow for a year. The idea of a circular path along which the stands line up on an equal footing was meant to fulfil the needs of buyers and traders even more purposefully. Shortly after the start of the tradeshow, Thole already felt from all sides that the promising concept would hit directly in the black.

### **New hall concept scores points**

The organisers wanted to achieve additional synergies with the new cluster structure which combines exhibitors according to offer and target group beforehand. Thus, well-known brand manufacturers with small niche suppliers created an optimal mix for the areas: bride, groom, accessories as well as evening



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and event fashion.

“The bundled offer of the same product lines makes it easier for our guests to get oriented on the premises, shortens their walkways and ultimately saves time, which is a good thing with a packed appointment calendar,” says Thole whose experience of his time at the tradeshow was intensely personal. “I myself and the other Board members are of course already looking at 2019. We can proudly reveal that talks were held with new well-known companies who will exhibit here with us possibly next year already.”

## **Orders, entertainment, networking platform under the influence of high pressure**

The INTERBRIDE wouldn't be the INTERBRIDE if, aside from brand staging, its programme didn't also focus on networking and entertainment. Every evening the outside area was transformed into a public event and industry meeting place – topped by real summer temperatures that couldn't have been any better.

After four days the INTERBRIDE ended with an optimistic look to 2019 when it will open its doors again in Dusseldorf from 4 to 6 May 2019.

**Additional photographic material is available on request.**

**More information is available at [www.interbride.eu](http://www.interbride.eu)**

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