

May 27, 2008

18 ° edition of the International Noviaespaña - Barcelona Bridal Week

Text: David Escamilla

Between 27 May and 1 June, all the professionals involved in this growing sector will have the unique opportunity to learn firsthand what are the most innovative trends and future dynamics of this are already part of this industry constantly expansion.



The founder and director of lounge, Mr. Paco Flaqué, notes that this year the exhibition area will reach record of 30,000 square meters, although the forecast for 2009 and indicate that the room should increase its capacity to meet growing demand a waiting list of companies that are willing to expose the reference bridal salon in Europe.

The biggest names European, American and Asian and this year reached 38% (almost 8% over the previous year). It should be noted, previous editions, new arrivals on the international scene as the English brand Amanda Wakeley, the Israeli firm Galit Levi, the Bulgarian Virginia or the prestigious Atelier Japanese designer based in New York, Junko Yoshioka.

As for national participation, the show still has on its payroll with the leading Spanish manufacturers of fashion for brides, party, ceremony and accessories, with significant growth of fashion for men.

It should be stressed that this new call, the International Noviaespaña - Barcelona Bridal Week will be held in Hall 8 of innovative Recinto Gran Via (Fira de Barcelona).

Also, in parallel with the activity of the Chamber, the upper floor of the Hall 8 will host an exclusive new edition of the Pasarela Gaudi Novias.