

NEW YORK INTERNATIONAL BRIDAL WEEK

International Bridal Market Week

October 16-18

In its debut show, the New York International Bridal Week delivered on its promise to provide a more convenient and accessible bridal market for both designers and retailers, and worked toward its goal of unifying the New York marketplace.

New York International Bridal Week, which took place at Pier 94 in New York City on October 16-18, featured close to 200 of the top-name manufacturers of leading American and European collections. High-end buyers of bridal gowns, bridesmaids, flower girl, prom and special-occasion dresses flocked to the market to be part of the action and experience a new venue at the New York Bridal Market.

Retailers and manufacturers experienced a professional bridal trade show in New York, which transformed Pier 94 into a world-class, sophisticated venue complete with shimmering chandeliers, wall-to-wall white carpeting, and the best names in the bridal industry. Top designers such as Ian Stuart, Claire Pettibone, David Fielden, Matthew Christopher, Justina McCaffrey and Sassi Holford were showcased at the market.

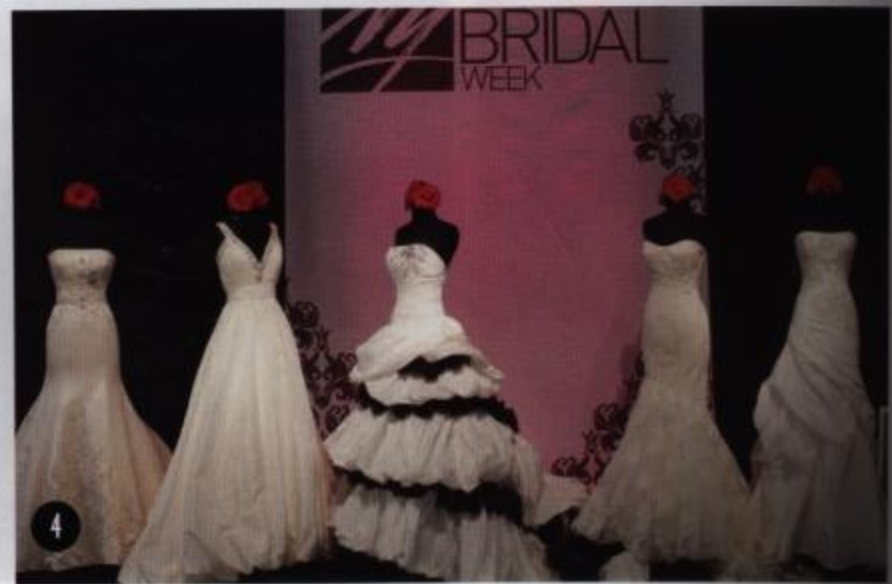
"The venue was wonderful, the organization (especially for the first show) was incredible. . . Our clients were very complimentary of the open floor plan, and the welcoming feeling the show portrayed. We look forward to participating in the show again in April," says Karen Lackner of Lea-Ann Belter Bridal.

"We usually run all over town and it is very inconvenient, but this venue has been fabulous!" says Carol Hood of A' L'Amour Bridal.

New York International Bridal Week was produced by MMPI, which also produces the highly successful National Bridal Market Chicago, the nation's leading trade show for the bridal industry.

The momentum will continue with the next market, April 9-11, 2011 at Pier 94. The show will bring together even more manufacturers and designers, becoming a must-attend bridal

market in New York. For more information visit [www.newyorkbridal.com](http://www.newyorkbridal.com) or call 800-677-6278 (MART).



NEW YORK INTERNATIONAL BRIDAL WEEK



5



6



10



7



11



8

1) **Claire Pettibone** showcased her collection in the Fashion Theater set up at Pier 94. 2) **Watters** presented its bridal and bridesmaids collections in runway style. 3) International Bridal Market created a striking and upscale entrance that wowed incoming buyers. 4) Designers were showcased throughout the floor. **CB Couture** and **Casablanca Bridal** collections pictured. 5) **Ian Stuart** added drama to his Spring 2011 collections. 6) **Rina Di Montella** dazzled buyers with her bridal and special occasion collections. 7) Registration was busy and brisk. 8) **Judy Ulberg** and **Jim Hjelm** pause with model at James Clifford booth. 9) Dazzling display vignettes were strategically placed throughout the show floor. 10) Buyers pause at the show's well appointed break area. 11) Show staff included (from left) **Susan Glick, Stephanie D'Ambrosio, Michelle Mailand, Susan McCullough, Stephanie Ambuehl, Amanda Day, Ryan O'Connell, and Whitney Miller.**



9

