

**NEW YORK BRIDAL MARKET CELEBRATES REVITALIZATION WITH HIGHLY SUCCESSFUL
NEW YORK INTERNATIONAL BRIDAL WEEK AT PIER 94
*Show Returns to New York October 15-17, 2011, with New Fashion Theater and a
Unified Experience for Buyers and Manufacturers***

The New York bridal market is experiencing an unparalleled revitalization with the highly successful introduction of New York International Bridal Week at Pier 94. Now in its third incarnation, New York International Bridal Week will return, October 15 – 17, 2011, once again offering a unified shopping experience to buyers, while showcasing the very finest lines in the bridal industry. This one of a kind trade show experience truly creates a hybrid experience, by bringing together top quality buyers and sellers together in a professional environment.

Delivering on its promise to provide a more convenient and accessible bridal market for both designers and retailers, New York International Bridal Week has unified the New York marketplace by providing a consolidated location for buyers and manufacturers in the bridal industry. Attendees now have the opportunity to experience a seamless shopping experience with amazing amenities, in a world-class venue featuring sparkling chandeliers, wall-to-wall carpeting, an open floor plan, and the very best lines today's bridal industry has to offer, all showcased in a beautiful setting.

During the coming October Market, New York International Bridal Week will unveil a new **Fashion Theater** where designers can showcase their collections to bridal buyers and press/media outlets. Located adjacent to the trade show floor and complete with a fashion runway for buyers and press to view the latest collections, the Fashion Theater will provide seating in a theater-style for 250 attendees. Mart Fashion Productions, the highly respected production company that has produced the DEBI Awards and nationally acclaimed market Bridal fashion shows, will be the team behind the **Fashion Theater**.

In addition, the upcoming October Market will once again feature the **Couture Studio**, showcasing designer collections, in a setting worthy of these exceptional names. Along with the Couture Studio, buyers will find an array of marquee lines that drive the industry.

"We have responded to the marketplace and have truly provided a new way for the bridal industry to do business in New York," said Susan McCullough, Senior Vice President of Apparel, MMPI. "Buyers and manufacturers now have an option that no longer requires them to attend several small-scale trade shows in various hotels throughout the city. We have it all - in one location- with an emphasis on the very finest and best lines and collections in today's bridal industry. We have finally brought convenience to the bridal market. There is nowhere else to be."

With its open layout and size, Pier 94 provides the perfect backdrop for the world's top bridal designs, including Anne Barge, Claire Pettibone, Casablanca, David Fielden, Dessy, Eve of Milady, Ian Stuart, and hundreds more. For a complete listing of lines, please visit our website at www.newyorkbridal.com

The recent April 2011 show received outstanding reviews from designers, manufacturers and retailers, making it a resounding success:

Maria Prince, *Watters*:

“New York International Bridal Week has really brought fashion back to the bridal industry....There is no other venue that has made it so exciting, so efficient, so buyer friendly, so vendor friendly....As a buyer, there is no other place to be....This is where it happens.”

Anne Barge, *Anne Barge*:

“This kind of exposure was something that I could not have gotten, if I had been isolated in a hotel somewhere....It’s certainly not even second to the Milan Fashion Fair.”

Millie Maisonnet, *Eve of Milady*:

“This market.... has been a total success.... I just can’t wait to be here next October.”

Claire Pettibone, *Claire Pettibone*:

“We’re seeing all of the top bridal salon owners from around the country, and some of the actual buyers, as well....This is a great location, where they can really find the best of the best.”

Beth Chapman, *White Dress By The Shore*:

“I think what we love about this environment is the fact that it is open. It’s still elegant. It’s still couture, but you can walk by and you can see designers that you may have never learned of before.”

Zola Keller, *Zola Keller, Inc.*:

“I came to look for new designers that I have never seen before. They have combined designers from all over the world. It’s very nice for us to be able to contact and speak with the designers all in one place.”

New York International Bridal Week is produced by MMPI, which has a long-standing history of over 30 years producing highly successful bridal trade shows, such as the renowned National Bridal Market in Chicago.

For more information visit www.newyorkbridal.com or call (800) 677-6278 (MART).