

New York International Bridal Week debuts

New York International Bridal Week will hold its inaugural show October 16-18 at Pier 94 in New York. The show aims to be an event where "Couture Meets Convenience" by bringing together designers and manufacturers in one location, thus unifying New York's marketplace.

"New York is the place where high-fashion and today's fast-paced market coincide," said Susan McCullough, senior vice president of apparel, MMPI. "By bringing the premier designers and manufacturers together in a single location we can vastly improve the market for retailers and buyers by making it easier and more enjoyable."

The market will feature leading

European and American designer collections as well as the marquee brands that are the staple of bridal retailers everywhere.

The New York International Bridal Week will include an array of amenities, including discounted hotel rates, shuttle service to designated hotels, onsite parking, cafes and lounges, The Fashion Theater, and a seminar series.

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