

LBFW

LONDON
BRIDAL
FASHION
WEEK.2019



Exhibiting Information
24 – 26 March 2019 | ExCeL London

A new destination for bridal.

♦ OVERVIEW

London Bridal Fashion Week is the first bridal 'super-show' in the UK, bringing collections from the world's leading designers and manufacturers under one roof. Timed to be the first major event in the international calendar, London Bridal Fashion Week is the spring buying destination for bridal retailers across the globe.

In its first year the event attracted over 3,300 bridal retailers, along with relevant media titles from the UK and abroad. Co-located with well-established luxury buying event, White Gallery, retailers were able to source collections at a variety of styles and price points - in just one visit.

London Bridal Fashion Week 2019 will be held at ExCeL London - an award-winning exhibition venue in the heart of London, and widely regarded as one of the best in the UK.

This is a major destination event for the world-wide bridal market, and the perfect opportunity to launch your collections.





Our promise to you.

♦ BUSINESS FIRST

Come face-to-face with thousands of potential customers.

♦ INTERNATIONAL REACH

Meet with a UK and international audience of bridal professionals, at the ultimate spring buying destination.

Complimentary accommodation will be available for bridal retailers in the UK and overseas, to make their stay at the event as convenient and comfortable as possible (please note, this is subject to availability).

♦ ALL UNDER ONE ROOF

Bringing together the world's leading designers and manufacturers, for three days of trading and networking.

♦ MEDIA COVERAGE

The most influential members of the world's bridal press will be in attendance, and extensive coverage will be secured before, during and after the event.

♦ FULL PR & MARKETING SUPPORT

There's no one size fits all approach. We work with our exhibitors on an individual basis, to ensure that we support your participation in the most effective way possible.

Our reach.

WHO SHOULD EXHIBIT?

- ◆ Bridalwear Manufacturers
- ◆ Bridalwear Designers
- ◆ Bridal Headdresses
- ◆ Veils
- ◆ Hats
- ◆ Shoes
- ◆ Men's Formalwear
- ◆ Bridesmaids
- ◆ Mother of the Bride
- ◆ Eveningwear
- ◆ Prom
- ◆ Jewellery
- ◆ Accessories
- ◆ Lingerie & Hosiery



INTERNATIONAL ATTENDEES

28% International visitors



GLOBAL REACH

Visitors from over 40 countries



E-MARKETING

Weekly emails sent to over 14,500 retailers



DIRECT MAIL

Direct mail campaigns reaching over 5,000 UK & International retailers



ONLINE

Over 2,500 unique visitors to the website very month



THE RIGHT AUDIENCE

75% of attendees have sole or joint purchasing responsibility

The essentials.

◆ VENUE

London Bridal Fashion Week is held at ExCeL London, an award-winning exhibition centre, ideally located just 5 minutes from London City Airport. The venue has two onsite Docklands Light Railway stations, which connect the venue with key London locations, including Canary Wharf and Westfield shopping centre. The soon to be launched Elizabeth Line will also connect the venue with West London in under 20 minutes. 500 free car parking spaces have been secured for exhibitors and visitors to use while attending the event.

◆ CATERING SERVICES

There are 20 fantastic catering outlets within ExCeL London, offering everything from a steak cooked to perfection, to freshly baked croissants from the on-site bakery. You'll find a diverse mix of independent eateries and well-known brands within the venue, and even more fantastic bars and restaurants just outside. First-class hospitality and catering facilities are also available within the event, with a Champagne Bar, Cocktail Bar and VIP Lounge to name just a few.

◆ MICE CONCIERGE

This year we will be working with a dedicated concierge team, who are on hand to make attending the event as easy and convenient as possible. MICE Concierge will be able to assist exhibitors and visitors with travel, accommodation and restaurant bookings. We are also working closely with the MICE Concierge team to arrange complimentary travel for bridal retailers across the UK and overseas, to make their journey to the show as convenient and comfortable as possible.

◆ FASHION SHOWS

London Bridal Fashion Week will run a full fashion show programme alongside the exhibition, featuring a selection of the finest UK and international labels. This is the perfect opportunity to launch new collections, and as an exhibitor you will have the opportunity to book a full or half scene, or create your own curated private show.

◆ BRIDAL RETAIL SUCCESS ACADEMY

The Bridal Retail Success Academy will support retailers on all aspects of running a successful business. The sessions will run outside of key trading hours, with two sessions held each day at the beginning and close of the show.



Your participation.

STAND PACKAGE £220 PER Sqm

- Shell build with walling and fascia to all open sides
- One standard spotlight for every 3 full square metres
- One metre of garment rail for every 5 full square metres
- Brand name
- Carpeting throughout

SPACE ONLY £200 PER SQM

NOTE: The below applies to stand packages and space only.

Prices are subject to VAT unless invoiced outside the UK. There will be £15 per sqm discount applied if you commit to a stand at The Harrogate Bridal Show when booking.

INCLUDED

- ◆ Listing for each of your collections on the event website
- ◆ Listing for each of your collections in the show guide
- ◆ Free invitations to send to your customers
- ◆ Nomination of 5 overseas and 5 UK retailers for free accommodation
- ◆ Full marketing & PR support
- ◆ Stand cleaning
- ◆ Overnight security from Saturday

ADDITIONAL COSTS

- ◆ Electricity Consumption
 - There is a cost for electricity consumption which is automatically added to the contract depending on the stand size.
 - up to 14m² £90 + VAT
 - 15 - 29 m² £100 + VAT
 - 30 - 44 m² £115 + VAT
 - 45 - 75 m² £170 + VAT
 - 76 - 99 m² £200 + VAT
 - 100m² and over £250 + VAT
- ◆ Insurance Cover
 - In order for us to comply with Health & Safety initiatives, £125 will be automatically added to the contract, but credited if proof of insurance for a minimum of £2m is provided.
- ◆ Other optional extra costs:
 - Changing/storage room
 - Stand furniture
 - Additional electrical
 - Details will be sent out in the exhibitor manual in due course.

IMPORTANT NOTES

1 There is a minimum size stand of 12m² for gowns and 6m² for accessories. 2 Due to fire regulations, we are required to maintain a minimum aisle width and therefore garment rails on the perimeter of your stand will be inset and not fixed flush with the front of your stand. 3 There is no facility for the storage of boxes etc. in the exhibition halls. Exhibitors should make their own arrangements for the storage of such items. 4 The above electricity charge relates to consumption for normal stand lighting and does not apply to special lighting for rigs for fashion shows etc. where additional charges will be made. 5 Exhibitors who plan to play music on their stands must pay a licence fee to Phonographic Performance Ltd. who run the mechanical copyright on most music. Please ask for details.



How we can support you.

There's no one size fits all approach. Below you will find some examples of the activity we offer, but we would like to work with you to put together a bespoke support package.

♦ WEBSITE

As an exhibitor, you will receive an online profile on the London Bridal Fashion Week website, with images and brand information. With our websites receiving an average of 2000 unique visitors every month, this is a valuable opportunity for brand exposure. Your online profile will stay live on the website after the event, so that retailers are able to get in touch with you.

♦ EMAIL

Regular emails are sent out to our bridal database in the run-up to the exhibition, encouraging registration and providing show information. The show is also promoted in regular email newsletters from Bridal Buyer. Exhibitors will have the opportunity to submit images for inclusion.

♦ DIRECT MAIL

Our direct marketing campaign promotes the show throughout the year to nearly every bridal retailer in the UK. There is an opportunity for you to promote your presence at the show by submitting images for inclusion.

♦ SHOWGUIDE

A free copy of the showguide is distributed to every visitor at the show. Your company will be included in the exhibitor listings, with full contact details.

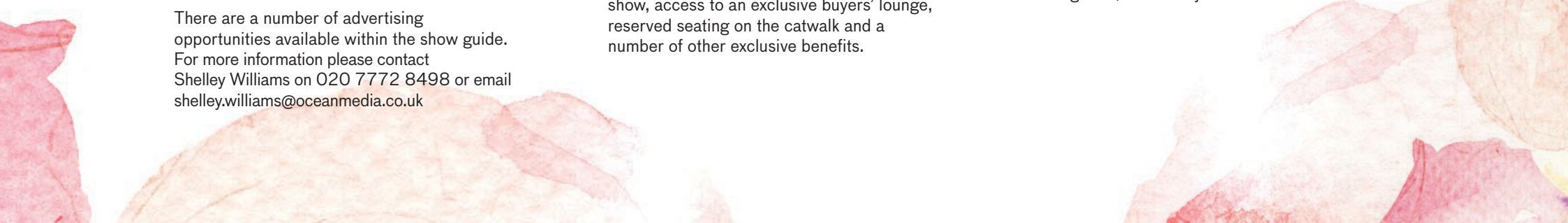
There are a number of advertising opportunities available within the show guide. For more information please contact Shelley Williams on 020 7772 8498 or email shelley.williams@oceanmedia.co.uk

♦ VIP BUYERS' PROGRAMME

All exhibitors have the opportunity to nominate both UK and overseas retailers for VIP status, which gives them one night's free accommodation while attending the show, access to an exclusive buyers' lounge, reserved seating on the catwalk and a number of other exclusive benefits.

♦ SOCIAL MEDIA

Your brand will be promoted through our social media channels, and through the social media account of our official show magazine, Bridal Buyer.



In the press.

♦ BRIDAL BUYER

PRINT

We publish the UK's market leading bridal trade publication, Bridal Buyer. Bridal Buyer is the official show magazine, and London Bridal Fashion Week will be promoted extensively throughout the year via editorial features, advertisements and inserts.

ONLINE

bridalbuyer.com is where thousands of bridal retailers go to get practical advice, exclusive industry news, trend information and expert opinion. Targeted e-newsletters delivering news and product information are sent weekly to over 12,000 bridal retailers in the UK and abroad. All exhibitors will have the opportunity to submit press releases and images, to be covered on bridalbuyer.com in the months leading up to the show.

♦ MEDIA PARTNERS

We work with more than 30 UK and international media partners to ensure maximum coverage of the event, and the companies participating.

♦ ONLINE PRESS OFFICE

Every press attendee at the show will be given access to our Online Press Office, where they can download your press releases and images. This will make it easier for them to cover the collections post-show.

♦ ADVERTISING

There are a number of exciting advertising opportunities available, designed to enhance your participation in the show. For more information please contact:

Shelley Williams
T: 020 7772 8498
E: shelly.williams@oceanmedia.co.uk

Grant Levy
T: 020 7772 8393
E: grant.levy@oceanmedia.co.uk



Our portfolio.

LBFW LONDON
BRIDAL
FASHION
WEEK 2019

◆ LONDON BRIDAL
FASHION WEEK

WHITE GALLERY

◆ WHITE GALLERY

THE HARROGATE
BRIDAL
SHOW

◆ THE HARROGATE
BRIDAL SHOW

— THE —
BRIDAL
BUYER
AWARDS
— 2018 —

◆ THE BRIDAL BUYER
AWARDS



◆ BRIDAL BUYER
MAGAZINE



◆ BRIDALBUYER.COM

BRIDELUX™

◆ BRIDELUX

The **NATIONAL**
WEDDING Show

◆ THE NATIONAL
WEDDING SHOW

CONDÉ NAST
BRIDES
THE
SHOW

◆ BRIDES THE SHOW

the
Wedding Fair

◆ THE WEDDING
FAIR

CONFETTI
Celebrate in Style

◆ CONFETTI

— WEDDING —
STYLE
• COLLECTIVE •

◆ WEDDING STYLE
COLLECTIVE

A photograph of three models wearing elegant wedding dresses. The model on the left is in a light pink dress with a lace bodice and a full skirt. The model in the center is in a white dress with a lace bodice and a full skirt. The model on the right is in a white dress with a lace bodice and a full skirt. They are standing in front of a white wall with green palm fronds hanging from the top corners. A purple diamond-shaped graphic is on the right side of the image.

"London Bridal
Fashion Week is the first
bridal 'super-show' in the UK,
bringing collections from the
world's leading designers
and manufacturers
under one roof."

The team behind London Bridal Fashion Week.

♦ SALES ENQUIRIES:

Alex Butler
SHOW DIRECTOR
T +44 (0)20 7772 8319
E alex.butler@oceanmedia.co.uk

Charlotte Speer
SENIOR SALES EXECUTIVE
T +44(0)20 7772 8324
E charlotte.speer@oceanmedia.co.uk

♦ MARKETING ENQUIRIES:

Cassandra Roberts
HEAD OF CONTENT & MARKETING
T +44 (0)20 7772 8405
E cassandra.roberts@oceanmedia.co.uk

Ella O'Keefe
SENIOR MARKETING EXECUTIVE
T +44 (0)20 7772 8344
E ella.okeefe@oceanmedia.co.uk

♦ EDITORIAL ENQUIRIES:

Anna-Marie DeSouza
EDITOR, BRIDAL BUYER
T +44 (0)795 265 6129
E annamarie.desouza@gmail.com

Zoe Burke
GROUP CONTENT EDITOR, BRIDAL BUYER
T +44 (0)20 7772 8437
E zoe.burke@oceanmedia.co.uk

Sophie Braybrook
CONTENT ASSISTANT
T +44 (0)20 7772 8318
E sophie.braybrook@oceanmedia.co.uk



The background of the image is a soft, watercolor-style illustration of various flowers and leaves in shades of pink, red, and orange, scattered around the edges of a white central area. The text is centered in this white area.

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londonbridalweek.com