



LBFW

LONDON
BRIDAL
FASHION
WEEK.2019

24 - 26 March 2019 | ExCeL London

Sales Brochure

londonbridalweek.com



“We were really pleased with the results from the show, the retailers we saw were there to shop and we had fantastic record figures.”

Victoria Woodley
Private Label by G

London Bridal Fashion Week; a world-leading bridal fashion event.

As one of the leading capital cities in the world, London is an international centre for arts, culture, fashion and business. This makes it the ideal location to host a truly international bridal fashion event, that attracts a global audience of buyers and press. With exhibitors from across the globe, and visitors from over 40 countries attending in 2018, London Bridal Fashion Week is undeniably a key date in the international buying calendar.

Building on the success of the launch event, 2019 promises to deliver an experiential event unlike any other bridal trade show in the UK.

Exhibiting at London Bridal Fashion Week puts your collections in front over 3300+ decision makers from over 40 countries.

Find out more about our visitors below:

77% independent retailers

84% of visitors had purchasing power

29% international visitors

68% attended to find new suppliers

Majority of retailers stock **6+** brands

ITEMS STOCKED:

Bridalwear **81%**

Veils **60%**

Accessories **54%**

Bridesmaids **50%**

Key Countries

UK, Ireland, Germany, France, Italy, Denmark, Netherlands, Spain, USA, Japan

Marketing & PR Opportunities.

| 5



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 **2,000 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 of over 14,000** 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 **key international buyers and nearly every bridal retailer in the UK**.

The Bridal Edit: Put together by the team behind industry leading title Bridal Buyer, our pre-show magazine features trend predictions, exclusive interviews and key show information. **With a reach of over 5,000 retailers across the globe** this is one of the most exciting ways to reach potential buyers.



Social Media

Your brand will be promoted through our social media channels and the official show magazine, Bridal Buyer's social platforms. **With an average monthly reach of 29,000 on Facebook and over 8,000 follows on Instagram**, our extensive social media campaign will ensure your brand is seen by thousands of potential buyers before, during and after the event.



Press

London Bridal Fashion Week exhibitors will receive **extensive coverage in Bridal Buyer**, the official show magazine and will have the opportunity to work with our in-house PR team to secure coverage in top industry titles and key fashion magazines.



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 and stand location.



VIP Buyers' Programme

All exhibitors have the opportunity to **nominate their top retailers for VIP status**, which gives them one night's free accommodation, access to an exclusive buyers' lounge, reserved seating in the Fashion Show Theatre plus a number of other exclusive benefits. We invest significantly in our VIP Buyers' Programme to ensure we are attracting high-calibre retailers with real purchasing power.





“London Bridal Week has exceeded all expectations. We’ve had lots of new customers and welcomed some old faces as well.”

James McKenna
Rachel Allan

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.

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 10 VIP buyers 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
 - Electrical sockets
 - Details of optional extras will be sent out in the exhibitor manual in due course
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.





“The stands have a buzz.
This is what it’s all about.”

Mark Monk

Ocean Media Group creates market-leading events in the bridal and weddings sectors.

OUR PORTFOLIO INCLUDES:

LBFW
LONDON
BRIDAL
FASHION
WEEK 2019

WHITE GALLERY

THE
HARROGATE BRIDAL
SHOW



BRIDAL
BUYER

BRIDELUX™

The **NATIONAL WEDDING** *Show*

CONFETTI
Celebrate in Style

CONDÉ NAST
BRIDES
THE
SHOW
2018
21-23 SEPT, OLYMPIA LONDON

WEDDING
STYLE
COLLECTIVE

LBFW
LONDON
BRIDAL
FASHION
WEEK 2019





The London Bridal Fashion Week Team.

Sales

Charlotte Speer

Sales Manager

T: +44 (0)20 7772 8324

E: charlotte.speer@oceanmedia.co.uk

Shelley Williams

Business Development Manager

T: +44 (0)20 7772 8498

E: shelley.williams@oceanmedia.co.uk

LBFW LONDON
BRIDAL
FASHION
WEEK.2019

londonbridalweek.com