

# LBFW

LONDON  
BRIDAL  
FASHION  
WEEK.2020

22—24  
MARCH  
2020

EXCEL  
LONDON

**SALES BROCHURE**

[londonbridalweek.com](http://londonbridalweek.com)

co-located with:  
**WHITE GALLERY**





# A WORLD-LEADING BRIDAL FASHION EVENT

**N**ow in its third year, London Bridal Fashion Week has firmly established itself as a global epicentre of bridal fashion. 2019 took the event to new heights, with over 350 international brands choosing to launch their latest collections with us.

We welcomed more buyers from more countries than ever before, alongside an extensive network of influencers and press. In 2020 we will take the event even further, with a celebration of fashion, creativity and diversity, in one of the most exciting cities in the world.

**3,922**  
visitors attended in 2019

**25%**  
of visitors were from outside of the UK

**40+**  
countries in attendance over the 3 days

**90%**  
of visitors were independent retailers

**30+**  
international media partners

**14,000+**  
verified buyers in our database

## JOB FUNCTION

Owner 54%  
Buyer 26%  
Manager 13%  
Other 7%

## YEARS TRADING

12 years + 29%  
6-12 years 26%  
3-6 years 21%  
0-3 years 16%  
Other 8%

## ITEMS STOCKED

Bridalwear  
Accessories  
Jewellery  
Shoes  
Veils  
Occasionwear  
Eveningwear  
Prom  
Mother of the Bride  
Childrenswear  
Lingerie & Hosiery  
Menswear

"We were really pleased with the results from the show, the retailers we saw were there to shop and we had fantastic record figures. It seems more and more retailers are looking to purchase their samples in March."

**Victoria Woodley**  
Managing Director, Private Label by G



“LBFW was simply amazing! The buzz around the halls was there for all to see and the stunning theming of the exhibition gave suppliers and stockists alike great opportunities to work and relax in a beautiful environment. We saw more customers than ever before including a number of new international visitors, which is fantastic. We are already excited to be confirmed as an exhibitor for 2020 and look forward to working with the amazing team that put LBFW together in such a beautiful way.”

**Kirsty Voce**, UK Director of Operations, Rachel Allan & Mary's Bridal

## STAND PACKAGE



**£230 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 4 full square metres
- Carpeting throughout

**£210 per sqm**

- Space only

### Inclusions

The below applies to both stand packages and space only. Prices are subject to VAT unless invoiced outside the UK.

- Listing for each of your collections on the event website
- Listing for each of your collections in the show guide
- Free e-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.



## MARKETING SUPPORT

**London Bridal Fashion Week exhibitors receive full marketing and PR support as part of their package.**

In addition to the opportunities listed below, we work with brands on an individual basis to create a bespoke marketing campaign, that will support their participation in the most effective way possible.

## VIP BUYERS' PROGRAMME

**All exhibitors have the opportunity to nominate their top 10 retailers for VIP status.**

This includes 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.

## MARKETING 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 virtually every bridal retailer in the UK.**

Our pre-show magazine, put together by the team behind industry leading title Bridal Buyer, features trend predictions, exclusive interviews and key show information.

With a print distribution of over 5,000 international retailers, and digital reach of over 14,000 - this is one of the most exciting ways to gain exposure to potential buyers in advance of the event.

## 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.

For more advertising opportunities please call the sales team.

## 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.

## 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.**

Exhibitors will also have the opportunity to work with our team to secure coverage in top industry titles and key fashion magazines.



# SPONSORSHIP OPPORTUNITIES

## PRIVATE FASHION SHOW

£7,500

- A dedicated Fashion Show, produced to your brief by a professional production company
- Professional photography and videography
- Digital press invitations to your Fashion Show sent out pre-event
- Opportunity to distribute gifts or leaflets in the Fashion Show Theatre prior to your dedicated show
- Guaranteed editorial coverage on [bridalbuyer.com](http://bridalbuyer.com) before, during and after the event
- Guaranteed editorial coverage in the London Bridal Fashion Week magazine, mailed to over 5,000 key international buyers
- Inclusion on London Bridal Fashion Week 'Fashion Show' emails, sent to a database of 14,000 bridal retailers
- Social media coverage of your Fashion Show before, during and after the event
- Inclusion on the Fashion Show page in the showguide, distributed to every visitor

## SCENE IN THE PREVIEW SHOW

8 dresses: £2,500 / 4 dresses: £1,500

- A dedicated scene, produced to your brief by a professional production company
- Professional photography and videography
- Guaranteed editorial coverage on [bridalbuyer.com](http://bridalbuyer.com)
- Guaranteed editorial coverage in the London Bridal Fashion Week magazine, mailed to over 5,000 key international buyers
- Inclusion on London Bridal Fashion Week 'Fashion Show' emails, sent to a database of 14,000 bridal retailers
- Social media coverage of your Fashion Show before, during and after the event
- Inclusion on the Fashion Show Theatre page in the showguide, distributed to every visitor



## SEMINAR THEATRE SPONSOR

£7,500

- Full naming rights of the Seminar Theatre
- Logo on all relevant signage
- Opportunity for a representative to introduce the speakers at the beginning of each session
- Logo and stand number featured on the entrance to the theatre
- Listed as official sponsor in the showguide
- Listed as official sponsor on the show website
- Guaranteed editorial coverage on [bridalbuyer.com](http://bridalbuyer.com)
- Opportunity to provide branded pens and notepads

## BUSINESS ADVICE CLINIC SPONSOR

£5,000

- Logo and stand number featured on the reception desk
- Logo on relevant signage
- Company leaflets in every booth
- Listed as official sponsor in the showguide
- Listed as official sponsor on the show website
- Guaranteed editorial coverage on [bridalbuyer.com](http://bridalbuyer.com)

### Lanyard Sponsor

£2,500

### Bag Sponsor

£2,500

## COCKTAIL BAR OR VIP LOUNGE SPONSOR

£5,000

- Logo and stand number on menus
- Opportunity to distribute company leaflets on every table
- Listed as official sponsor in the show guide
- Listed as official sponsor on the show website
- Logo on relevant signage
- Guaranteed editorial coverage on [bridalbuyer.com](http://bridalbuyer.com)

### Pen Sponsor

£1,500

### Hanging banner

£2,000

### Directional floor tiles

£600 each



“London Bridal Week is an essential “Save the Date” in our calendar. Not only does it bring together designers and retailers, it encourages new ways to remain competitive in the changing marketplace with its seminars and networking events.”

**Annette Magli,**  
*Account Manager, Phoenix Gowns*



## INFO & TEAM

Ocean Media Group create market-leading products in the bridal sector.

Our portfolio includes:

**Cassandra Denman**  
Head of Bridal - London  
T: +44 (0)20 7772 8405  
E: cassandra.denman@oceanmedia.co.uk

**Charlotte Speer**  
Sales Manager  
T: +44 (0)20 7772 8324  
E: charlotte.speer@oceanmedia.co.uk

**Ella O'Keefe**  
Marketing Manager  
T: +44 (0)20 7772 8344  
E: ella.okeefe@oceanmedia.co.uk

**Phoebe Speer**  
Marketing Assistant  
T: +44 (0)20 7772 8314  
E: phoebe.speer@oceanmedia.co.uk

**LBFW** LONDON BRIDAL FASHION WEEK 2020

WHITE GALLERY

**Anna-Marie DeSouza**  
Editor, Bridal Buyer  
T: +44 (0)795 265 6129  
E: annamarie.desouza@gmail.com

**Caoimhe McGonagle**  
Content Writer, bridalbuyer.com  
T: +44 (0)20 7772 8322  
E: caoimhe.mcgonagle@oceanmedia.co.uk

**Zoe Jobson**  
Portfolio Director  
T: +44 (0)207 772 8317  
E: zoe.jobson@oceanmedia.co.uk



**BRIDAL**  
BUYER  
THE  
HARROGATE BRIDAL  
SHOW



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