



London Bridal Fashion Week 2020: *In unity there is strength*

Uniting a global bridal community, for a celebration of fashion, creativity and diversity in one of the most exciting cities in the world.

Under the slogan '*In unity there is strength*', London Bridal Fashion Week demonstrates its primary objective; to stage a world-leading fashion event that represents the full breadth of the bridal industry. In 2019 the show reached new heights, with over 350 global brands and more buyers from more countries than ever before, alongside an extensive network of influencers and press. For 2020 the boundaries will be pushed even further, with the greatest ever celebration of bridal fashion taking place in the capital.

Cassandra Denman, Head of Bridal (London) says *"We've witnessed something incredibly special since LBFW's conception. The event has almost doubled in size since its launch, and each year we welcome more exciting brands and top boutiques from around the world. We passionately believe that by bringing the international bridal community together under one roof, we can facilitate conversations and relationships that will strengthen the industry as a whole. When we come together, we open the possibility of discussion, learning and opportunity – all of which are vital ingredients to success."*

"Our goal for LBFW from the beginning has been to create a truly international event in London, with enough scale and importance to meet the needs of a global buying audience. London is one of the greatest fashion capitals in the world, and a centre for art, fashion, creativity and business. There is no better place to showcase the bespoke, artisanal products that our industry creates, to the widest audience of buyers, press and influencers."

LBFW is proud to welcome home-grown British talent, alongside inspirational companies from around the world. For many brands, it is now the ultimate platform to showcase their latest collections. 70% of stand space has already been booked for the 2020 edition, and dates have been secured with ExCeL London for the next 3 years, reflecting confidence in the show's ongoing success.

Leading designer-only event, White Gallery, will celebrate its 11th year alongside LBFW next March. The collection of forward-thinking bridal, occasion and accessory designers will offer visitors the chance to see a curated edit of exclusively high-end collections, alongside one of the largest bridal fashion events in the world.

Denman adds, *"We have big plans for 2020, with exciting new names joining the line-up, even more inspirational show content and after-hours events. We'll also be working closely with key international influencers, who will be spreading the LBFW message around the globe."*

Join us at London Bridal Fashion Week 2020: 22-24 March, ExCeL London.

For stand enquiries, please contact:

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