

Show Preview



12 - 14 SEPTEMBER
HARROGATE CONVENTION CENTRE

Dear valued retailer,

I'm delighted to be sending you our Harrogate Bridal Show Preview. It's been 2 years since we've all been together in the #HOMEOFBRIDAL, and we can't wait to welcome you and your team back in September.

The biggest names in bridal will be returning to Harrogate next month, so make sure you book your appointments in advance to shop the latest collections.

The Royal Hall will once again host the renowned Fashion Shows, meaning you'll be able to see the dresses in detail as they make their way down the runway. And don't forget to join us for a glass of bubbly before the 6.30pm show on Sunday 12th September.

The Business Advice Clinics are back. You'll be able to book 1-2-1 slots with industry experts on everything including marketing, sales, social media and more.

We've created a checklist to help you prepare, so head to page 5 to tick off the things you've already done and plan the things you haven't.

All visitors must register in advance, so head over to www.theharrogatebridalshow.co.uk to register yourself and your team.

Looking forward to seeing you there.



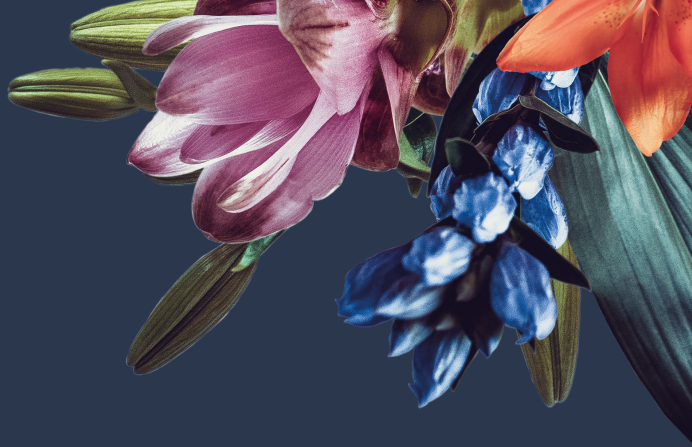
Wendy Adams

Director of Bridal, Harrogate



Timetables

Here's all the important times you need for your trip. Make sure you allow some time to see the collections on the runway, ask those all important business questions and learn about a new platform that will improve your buying process.



FASHION SHOWS

This year we have a fantastic line-up of brands showcasing their top picks from their collections

Dando London, Rachel Allan, Tiffanys, Lynn Grant, Gaia, Believe by Gaia, Premium Bridal, Madi Lane, Evie Young, True Bride, Kate Fearnley, Vienna Rose Bridal, Lore and BSS by Safiyya Babayeva will be showcasing their gowns on the runway. Plus you'll see accessories from Perfect Bridal Shoes and Jupon.

SUNDAY

14.30

18.30*

MONDAY

12.30

16.30

*Drinks reception prior in the foyers

BUSINESS ADVICE CLINICS

Book in with one of our industry experts to help take your business to the next level. Head to the Bridal Buyer area on Stand Q25 at the beginning of each day to book your session. Sessions are run on a first-come, first-served basis.

SUNDAY

10.00 - 12.00

Booth 1 - Megan Garmers

Social Media: audit what you have, plan what you don't

Booth 2 - Ruth Larkin

Improving Your Sales Strategy, Customer Profiling and Conversions

12.00 - 14.00

Booth 1 - Shannon Martin

Branding & Marketing

Booth 2 - Get Savvy

Business Success Path: are you heading in the right direction?

14.00 - 16.00

Booth 1 - Abi Neill

Taking your bridal boutique to the next level

Booth 2 - Jo Stott

Ask Jo Live

MONDAY

Booth 1 - Get Savvy

Business Success Path: are you heading in the right direction?

Booth 2 - Jo Sott

Ask Jo Live

Booth 1 - Ruth Larkin

Improving Your Sales Strategy, Customer Profiling and Conversions

Booth 2 - Anna Hare

Grow Your Business: understand your numbers and take contro

Booth 1 - Shannon Martin

Branding & Marketing

Booth 2 - Abi Neill

Taking your bridal boutique to the next level

GLOBAL GALLERY DEMOS

Find out everything you need to know on Bridal Buyer's brand new digital platform, Global Gallery. Sessions take 15 minutes and are free to attend.

SUNDAY & MONDAY

11.00

13.30

15.00

17.00

Brands

2 CUTE PROM

ABELLA

ADORE BY JUSTIN ALEXANDER

ADRIANNA PAPELL PLATINUM

AGNES FASHION GROUP

ALAN HANNAH

ALL WHO WANDER

ALLISON WEBB

ALLURE BRIDALS

ALLURE BRIDESMAIDS

ALLURE COUTURE

ALLURE LIMITED

ALLURE ROMANCE

AMARÉ COUTURE BRIDAL

AMARRA USA

AMORÉ FROM THE HOUSE OF NICHOLAS

AMSALE

ANGEL FOREVER

ANGELA BIANCA

ANNALISE BRIDAL

ANNY LIN BRIDAL

ANTONIO VILLINI

ARIANNA BESPOKE

ART COUTURE BRIDAL

ATELIER EMELIA

AYALIA

BADGLEY MISCHKA

BB PLUS BY SPECIAL DAY

BEAUTY BY VK

BELOVED

BIANCO EVENTO

BLUSH BY HAYLEY PAIGE

BLUSH BY VK

BODY WRAP

BRIDAL FABRICS

BRIGHTON BELLE

BRITISH BRIDAL CORE COLLECTION

BSS BY SAFIYYA BABAYEVA

CAPE AND CROWNED

CASABLANCA BRIDAL

CHARLOTTE BRIDAL

CHIC & HOLLAND

CHLOE

CHRISTIAN KOEHLERT PARIS

CHRISTINA WU

CHRISTINA WU CELEBRATION

CLADDAGH COLLECTION BY SPECIAL DAY

COLLETTE

COLOURS BY KENNETH WINSTON

CONCEPT COVERS

COSMOBELLA

CUPID INTIMATES

CURVES BY MODECA

DANDO LONDON

DANIELA DI MARINO

DANIELLE COUTURE BRIDAL

DARIA KARLOZI

DD DESIGNS UK

DEMETRIOS

DEMETRIOS PLATINUM

DESTINATION ROMANCE

DIAMOND COLLECTION BY SPECIAL DAY

DIAMONDS

DONNA SALADO

DORA SASU

EDWINA ARYA

ELIZA JANE HOWELL

ELIZABETH DICKENS

ELLA BY VK

ELLA ROSA BY KENNETH WINSTON

ELLIE WILDE

ÉLYSÉE ÉDITIONS

EMMA BRIDALS

ENCHANTING BY MON CHERI

ENVY BY PHOENIX

ESSENCE OF AUSTRALIA

ESSENTIAL BRIDESMAIDS

ETERNITY BRIDAL

EUROPEAN COLLECTION BY SPECIAL DAY

EVELYN BRIDAL

EVIE YOUNG

FAITH BRIDAL COUTURE

FEMME BY KENNETH WINSTON

FEYA BRIDAL

FRAZER & JAMES OF KNIGHTSBRIDGE

FREDA BENNET

FRENCH COLLECTION BY WENDY MAKIN

GAIA

GALLERY BY KENNETH WINSTON

GEORGIA BRIDAL

GEORGIE MAE BRIDAL

GINO CERRUTI

GINO CERRUTI BRIDESMAIDS

GURBANI

HALO & CO

HANGERWORLD

HAYLEY PAIGE

HEIRLOOM WAISTCOATS

HELLO BEAUTIFUL BY RANDI FENOLI

HERMIONE COLLECTION

HERVE PARIS

HILARY MORGAN

HOESH INTERNATIONAL LTD

HOUSE OF NICHOLAS

HOUSE OF ST PATRICK

IDA TOREZ

INTERSTISS

IVORY & CO TIARA

JABD BY J ADORE BRIDAL DESIGN & CO

JENNY COUTURE BY J ADORE BRIDAL

DESIGN & CO

JENNIFER WREN BRIDAL

JOAN LEE

JORA COLLECTIONS

JUPON

JUPON PETTICOATS

JUSTIN ALEXANDER

JUSTIN ALEXANDER SIGNATURE

KANALI K

KATE FEARNLEY

KENNETH WINSTON

KINGVEL

LABELLA

LABELLA FIGURE

LACE & PEARLS BY PENGUIN DESIGNS

LADYBIRD

LAONA

LAZARO

LE BLANC COLLECTION

LE PAPILLON BY MODECA

LENOVIA

LENOVIA BRIDAL

LENOVIA VIP

LIBELLE

LILLIAN WEST

LILLY

LINZI JAY

LINZI JAY BRIDESMAIDS

LIRETTA

LITTLE PEOPLE

LJ BRIDAL VEILS

LO'ADORO BY RACHEL ALLAN

LORÉ

LORÉ CHÍC

LORÉ PRIVÉE

LORÉ SOIRÉE

LORÉ WHITE

LOUISE BENTLEY

LOULOU BRIDAL

LOVE

LOVE AND LUX

LOVE STORY BRIDE

LQ DESIGNS LONDON

LUNA BY TRUE BRIDE

LUXE BY MARTIN THORNBURG

LYNN GRANT

MADI LANE

MADISON JAMES

MAGGIE SOTTERO DESIGNS

MARK LESLEY BRIDE

MARK LESLEY BRIDESMAIDS &

EVENINGWEAR

MARTIN THORNBURG FOR MON CHERI

MARTINA LIANA

MARY'S BRIDAL

MARY'S BRIDAL BRIDESMAIDS

MARY'S BRIDAL FLOWERGIRLS

MASCARA

MASCOLINI

MIABELLE

MIAMIA

MICHAEL'S BRIDAL FABRICS

MICHELLE BRIDAL

MIKAELLA BRIDAL

MILANO MAYFAIR

MILLIE GRACE BRIDAL

MILLIE MAY BRIDAL

MIRACLESUIT

MIRANDA TEMPLETON

MODECA

MOLTENO CREATIONS

MONICA LORETTI

MORI LEE

NAOMI AND NICOLE

NC SPOSA

NICKI FLYNN BY TRUE BRIDE

NICOLA ANNE

NICOLE

NIEVE COUTURE

NOVIAS

OCCASIONS BY HAYLEY PAIGE

OJO

OLIVE

OLIVIA ROSE BRIDAL

OMÉLIE

OMNISEW

ONLYWAY DRESS

OREASPOSA

PALOMA BLANCA

PASSIONS

PAUL ZENI

PENGUIN DESIGNS

PENROSE

PERFECT ACCESSORIES

PERFECT KIDS

PETER POSH

PHOENIX GOWNS

PIA MICHÍ

POIRIER

POLLARDI

PREMIER DESIGNS

PROM BY ROMANTICA

PROM FROCKS

PROGRESS STEAMERS

PURE BRIDAL

PURE LOVE

PURE WHITE

RACHEL ALLAN

RACHEL ALLAN JUNIOR PROM

RACHEL ALLAN PROM

RAINBOW CLUB

RAMON SANTEULARIA

RANDI FENOLI BRIDAL

REBECCA INGRAM

RICHARD DESIGNS

ROMANTICA

ROMANTICA BRIDESMAIDS

RONALD JOYCE

SAVIN LONDON

SECRET WEAPONS

SEMPRE SOPHIA

SHANE MOORE DESIGNS

SIGNATURE BY VK

SILHOUETTE BRIDAL

SIMPLY DIVINE

SINCERITY

SOPHIA & CAMILLA

SOPHIA TOLLI

SOPHIE TOLLI PREMIERE

SOTTERO & MIDGLEY

SPECIAL DAY PROM

SPREZZATURA

STELLA YORK

SYDNEY'S BRIDAL

TAMANA BOUTIQUE

TAMANA BRIDAL

TARA KEELY

THE BOBBY PIN

THE DRESS CLAMP COMPANY

THE EMPTY BOX COMPANY

THE PERFECT BRIDAL COMPANY

TI ADORA

TIFFANYS

TO THE NINES

TORRE - THE WEDDING SPECIALIST

TRUE BRIDE

TRUE BRIDESMAIDS

TRUE CURVES

TWILIGHT DESIGNS

ULTIMATE FORMAL HIRE

UNIQUE EUROPE GMBH

VIENNA ROSE

VISARA

VIVAKI

WARREN YORK

WATTERS

WENDY MAKIN BRIDAL DESIGNS

WENDY MAKIN READY TO WEAR

WHITE COLLECTION BY VK

WHITE ONE

WHITE ROSE BRIDAL

WHITE ROSE GRACEFUL

WILDERLY

WILLOWBY

WILYORST

WTOO

YOUR LUXURY HOUSE OF PRINT

YOUR STORY



Checklist

Take a look at our checklist to help you get prepared for the Harrogate Bridal Show 2021.

We're so excited to see you all there!



ACCOMMODATION

Use our official concierge service, MICE Concierge to book your accommodation. Their helpful team are dedicated to helping our visitors enjoy their time in Harrogate.

Head to www.theharrogatebridalshow/essential-information to book your hotel.

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TRAVEL

You can travel to Harrogate by Car, train or plane.

Those travelling on LNER, you can benefit from an exclusive offer of 25% off their travel.

Head to <https://www.lner.co.uk/hcc25> and use code HIC25 to apply your discount.

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REGISTRATION

All visitors must pre-register for this year's event. Registration is simple and only takes a few minutes. You'll need to input basic information about yourself and your store.

Once you've completed your first registration, you can add your team by clicking the link in your confirmation email.

You will need to bring your printed PDF badge with you for fast-track access on arrival.

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SUPPLIER APPOINTMENTS

As this is the first time many retailers and suppliers have been able to meet face to face since the last Harrogate Bridal Show, we're expecting appointments to fill up quickly.

Make sure you get in touch with your suppliers before the show to confirm a slot.

And don't forget to explore the new brands at the show and make some appointments with these brands too.

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BUSINESS ADVICE CLINICS & FASHION SHOWS

Take a look at the event timetables and schedule in some time during your visit to meet with industry experts and watch the Fashion Shows.

If you're heading to the final Fashion Show on Sunday evening, don't forget to arrive early and grab a glass of bubbly.

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