

INTERBRIDE opens its doors at Messe Düsseldorf



First guest event after the lockdown

As the first guest event after the lockdown, INTERBRIDE will take place in Hall 8b of Messe Düsseldorf from 11 to 13 July 2021. Now that the group's foreign business has successfully restarted in several countries, it will also continue at its home base in Düsseldorf. The organiser of INTERBRIDE is sending a clear signal with its commitment: personal encounters at trade fairs remain essential for business.

Düsseldorf, 06 July 2021. With a clear focus on the safety of customers and exhibitors, Interbride Messe GmbH had already decided in March 2021 to organise the international trade fair for wedding, bridal and event fashion on the new date in mid-July in Düsseldorf. Originally, the international trade fair for wedding, bridal and event fashion was to have been held at the Düsseldorf exhibition centre from 24 to 26 May 2020. "From today's point of view, our early commitment to a presence trade fair in the summer was right and important in order to offer our industry a platform for business, inspiration and networking again after a long forced break", says Brian Kuipers, organiser and person responsible for INTERBRIDE. For the best possible protection of all trade fair participants, various hygiene measures apply, such as compulsory registration and access restrictions (tested, vaccinated or recovered).

Wolfram N. Diener, President & CEO of Messe Düsseldorf, welcomes the commitment of Interbride Messe GmbH: "They are sending an important signal about the high relevance of attendance fairs. Our foreign business has already started successfully again in some countries and is now also continuing in Düsseldorf. We have developed a comprehensive hygiene and infection control concept for events at the Düsseldorf location, which has already proven its worth during the CARAVAN SALON, which took place from 4 to 13 September 2020 with 107,000 visitors as the first major German trade fair after the lockdown in 2020. We have thus shown: successful trade fairs are possible with the greatest possible protection for exhibitors, visitors, partners and employees even in covid times."

The industry's outlook is currently looking good again after a difficult year, Kuipers emphasises: "In Germany, Austria, Switzerland, the Netherlands and Belgium, around 600,000 bridal couples get married every year. In the Covid year 2020, civil weddings decreased by 15 percent on average. This also means that many wedding ceremonies, church weddings and free weddings have been postponed to this and next year, so that a reservoir of weddings has now been created. We expect a real boom."

However, this unusual situation also results in new challenges, which are an important topic for bridal fashion manufacturers and specialist shops at the fair: "Bridal couples are now buying their outfits at shorter notice and the industry has to adapt to this in terms of

storage, delivery dates and requests for alterations," Kuipers analyses. As a top address for international order business, INTERBRIDE creates the best possible framework for this.

Up-to-date information on INTERBRIDE is available on the web and via social media:

Internet: www.interbride.eu

Facebook: www.facebook.com/Interbride.eu

Instagram: [interbridegmbh](https://www.instagram.com/interbridegmbh)

Pinterest: www.pinterest.de/interbridegmbh

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