

ROME BRIDAL WEEK 2026 CONTINUES TO SHAPE THE INTERNATIONAL BRIDAL LANDSCAPE

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With the return of the Fashion Shows at Rome Bridal Week 2026, the debut of the RBW Awards, and a vision combining Made in Italy craftsmanship with global reach, Rome Bridal Week is maturing into a truly international event.

Drawing buyers and professionals from across the globe – as confirmed by the latest registration trends – this trade show reinforces Rome as a key platform for connections and relationships in contemporary bridal fashion.

Experience has become central to contemporary bridal, moving beyond the mere display of collections. It is within this context that Rome Bridal Week 2026, taking place from 22 - 24 March 2026, finds its place.

The event combines creative vision, business, and industry expertise, positioning the Italian capital as a key hub for dialogue between brands, markets, and industry professionals. This eagerly awaited edition demonstrates the event's growing maturity and further strengthens its position as an international platform for bridal fashion.

Driving this evolution is the ongoing dialogue among the key players in the industry, expressed through a dynamic programme that balances new initiatives with established highlights. Fashion Shows, in particular, take centre stage, designed as storytelling moments where each gown embodies the brand's identity. The runway remains a pivotal element of the event, offering buyers and industry professionals an experience that seamlessly combines creative content with networking opportunities, while effectively amplifying the aesthetic and positioning of each collection.

Another highlight of the event is the debut of the RBW Awards, the major innovation of the 2026 edition. These awards are designed to

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celebrate excellence, creativity, and innovation in the bridal industry, while also giving visibility to designers, companies, and professionals who help shape both the present and future of the sector. More than a celebratory moment, the RBW Awards represent a natural extension of the journey that begins on the runway, culminating in the public recognition of outstanding achievement.

“The RBW Awards were created out of a desire to recognise the talent and passion that drive this industry,” explains Elena Colonna, Sales & Event Director of Rome Bridal Week. “We want to honour those who innovate, inspire, and set new standards of excellence, creating a moment of authentic exchange between creativity, the market, and an international vision. This initiative fills a gap and now completes the narrative of the event, strengthening its overall vision.”

Rome Bridal Week 2026 further emphasises a strong focus on Made in Italy, celebrating its heritage of expertise, design culture, and artisanal craftsmanship, while embracing a truly global perspective. Rome is becoming ever more a meeting point between tradition and emerging bridal markets, between established brands and expanding markets, providing an environment that elevates brand uniqueness and expands visibility. This international dimension is already reflected in the participation of buyers and industry professionals from abroad, including Albania, Germany, Greece, South Korea, and the United Arab Emirates. This is a clear indication of the event’s appeal as a strategic hub for business, networking, and exchange, drawing professionals from diverse backgrounds, united by a shared pursuit of quality, vision, and new opportunities.

Rome once again serves as a captivating setting, a city that enriches stories, adds depth to every detail, and brings a unique cultural and emotional perspective to fashion. It is here that Rome Bridal Week finds its most authentic voice, transforming into a place where bridal fashion is not merely observed, but truly experienced. With the 2026 edition, the event renews its identity as an evolved and contemporary platform,

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seamlessly combining fashion shows, awards, networking, and an international outlook within a dynamic ecosystem that is becoming increasingly central to the global bridal calendar.

ROME BRIDAL WEEK | 22 – 24 MARCH 2026 | FIERA DI ROMA, ITALY
<https://www.romebridalweek.com>

Editor's note:

There is imagery associated with this press release. Please follow this link for downloading imagery:

<https://we.tl/t-LsxUbjDmWc>

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