Nordic BRIDAL

#1 • 2026

The only Nordic B2B magazine about Bridal Fashion



THE INSTAGRAM REPORT

THE COLORS TRENDING NOW

ALL ABOUT EUROPEAN BRIDAL WEEK

THE IMPORTANCE OF BRANDING

COMMUNICATON THAT DRIVES SALES

THE NEW GENERATION OF BRIDES

BRIDAL FASHION IN 2027

TRADE SHOW CALENDAR



SWEDEN
BRÖLLOPS MAGASINET

NORWAY
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Our focus: Amazing content!

For over 30 years, we have been guiding couples through their wedding planning journey. Across our platforms—magazines, online, newsletters, and social media—we provide inspiring content on wedding trends, planning tips, and traditions.

We understand that engaged couples value high-quality information, which is why we are dedicated to delivering insightful and engaging articles on everything wedding-related—a complete guide from the proposal to the honeymoon.



Nordic Bridal Media

- We stand up for the bridal industry!

A DYNAMIC INDUSTRY

The bridal industry never stands still – and that is perhaps exactly what makes it so compelling. Silhouettes evolve, fabrics are refined, and the bride herself continues to change with the times.

As Editor-in-Chief of Nordic Bridal Media, I always find it inspiring to preview the latest collections and gain insight into the direction bridal fashion is taking. With the major buying events just around the corner, brands are now unveiling their newest collections. The message is clear: the coming season will blend bold detailing with understated elegance – a combination that offers exciting opportunities for retailers.

In this issue, we explore what to expect in the season ahead. Which silhouettes are set to lead? Which fabrics are capturing attention? And how do we connect with a new generation of brides who are digitally savvy, value-driven and more individual than ever? We share practical advice on sales and marketing, along with strategic insights into strengthening your position in a market that is increasingly competitive – yet full of potential.

Today's brides are seeking meaningful experiences, authenticity and brands that reflect their values. They appreciate personal service but also expect seamless digital interaction. For those of us in the industry, the challenge lies in balancing heritage and innovation – preserving the magic of the fitting room while communicating confidently across digital platforms.

This issue also introduces inspiring brands and noteworthy industry developments – businesses that challenge convention and contribute to elevating the Nordic bridal market. Together, we continue to strengthen our industry.

We are equally proud of our unique partnership with European Bridal Week. Through this collaboration, we are delighted to offer hotel accommodation for Nordic visitors, as well as access to an exclusive Nordic Lounge at the exhibition – reserved specifically for Nordic retailers. It provides a dedicated space for networking, knowledge exchange and new business opportunities, while also creating a sense of community within our region.

Nordic Bridal Media publishes wedding magazines across four countries, in addition to the trade publication Nordic Bridal, distributed to bridal retailers throughout the Nordic region. Our ambition is to be more than a magazine – we strive to be a platform for ideas, inspiration and growth. Together, we are shaping the future of the bridal industry.



Mari Kråkenes Loewen
Editor-in-Chief

Nordic BRIDAL
The only Nordic B2B magazine about Bridal Fashion

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DIANE LEGRAND

Collection 2027

European Bridal Week Essen
28.03. - 30.03. Hall 3 Stand 84
Barcelona Bridal Fashion Week
24.04. - 26.04. Hall 1 Stand D421






THE **DRESS** MODEL

Today's brides are more informed, more emotionally engaged, and more self-aware than any generation before them. They want a dress that reflects who they are—but also a purchasing journey that feels safe, genuine, and personal. In the middle of this landscape, there is a tool that helps bridal boutiques elevate the entire experience: the DRESS model.

Photos: **Freepik**

Widely used in the United States, the model focuses on communicating at a deeper level. Instead of relying on quick, surface-level questions, it invites the bride to share what truly matters to her. The result is calmer appointments, stronger trust, and more frequent moments of that magical feeling when the bride knows she has found the dress.



D = Desire

The Bride's Inner Wish

Rather than asking "What kind of dress are you looking for?"—a question that often leads to vague answers—Desire focuses on exploring the bride's emotional compass. Here, you open the door to bigger questions: How does she want to feel when she walks down the aisle? What mood should her dress express? What kind of moment is she hoping to create?

When you help her articulate the feelings behind her vision, you gain a much clearer understanding of the direction you should take together.



R = Reality

The Framework That Creates Confidence

After the dream comes reality— in the best possible way. Reality is about mapping the practical framework surrounding both the wedding and the bride herself. Budget, timing, comfort, venue, and personal preferences all influence the final choice. When you demonstrate that you understand the full picture, you bring structure and calm to the process. The bride does not need to feel restricted. She simply needs to feel that you have everything under control.



S = Say Yes

The Moment of Confidence

The final S represents the decision itself. The Say Yes phase is not about pressure—it is about support. A bride says yes when she feels understood, when the atmosphere is safe and welcoming, and when the decision feels like her own. Your role is to be a steady guide, not a salesperson. When the previous steps have been taken seriously, the yes moment often comes naturally.

Why Does the DRESS Model Work?

Because it is built on communication that goes deeper than fabric, silhouette, and price. The DRESS model helps you see the bride as a whole person—with desires, concerns, dreams, and emotions. It builds relationships, reduces stress, and makes it easier for the bride to make a decision she truly feels confident about.

E = Emotion

The Feelings That Drive the Decision

For Gen Z—and many modern brides—emotion is the true driving force behind the decision. They fear making the wrong choice, compare themselves to perfectly curated images, and want to feel seen and reassured. During the Emotion phase, the key is to listen closely to the nuances:

What makes her uncertain? What excites her? What makes her light up when she looks in the mirror? When the bride feels that her emotions are understood and respected, she relaxes—and becomes more open to making her decision.

S = Style

When Emotion Meets Aesthetics

Only now is it time to talk about style. Here, you translate the bride's feelings, framework, and dreams into concrete dress options. Which details draw her attention? What feels right when she sees herself in the mirror? Is her style classic, modern, romantic—or something entirely unique? Style is not about finding the perfect trend. It is about helping the bride recognize herself in the reflection.



71% OF CUSTOMERS PREFER TO BUY BRANDS THEY RECOGNIZE

There is an old, almost invisible pattern in how we humans make decisions: we choose what we recognise. Not because we have always analysed everything rationally, but because familiarity feels safe.



Photos: **ChatGPT**

The numbers confirm the same. As many as 71 percent of customers say it is important to recognise a brand before making a purchase – regardless of product category. This says a great deal about the power of visibility, presence, and deliberate brand building. It applies both to retailers and to end customers.

Through clear branding and targeted marketing, this recognition factor is created. Over time, a relationship develops. Perhaps, as a retailer, you have noticed a particular brand appearing again and again in advertisements, on social media, or at trade shows – and suddenly it feels completely natural to include it in your assortment. Your customers work in much the same way. When they already have a relationship with a brand or a store, the threshold for making a purchase is significantly lower.

Established brands are often associated with trust, quality, and good service. Names like Volvo, Coca-Cola, and Prada rely heavily on exactly this trust. Recognition creates expectations – and expectations create sales. The same mechanism applies within the bridal industry. Brands that are visible and active in their market find it easier to attract new customers.

At the same time, a strong boutique is not simply about filling the shelves with established names. Quite the opposite.



New brands can bring fresh energy, sharper pricing, innovative solutions, and the latest trends. A well-balanced mix of well-known favourites and exciting newcomers makes the assortment more dynamic – and the store more appealing to customers.

Finally, it is worth remembering one important thing: your store is also a brand. The logo, colours, atmosphere, and service all contribute to how you are remembered. A clear visual identity and consistent communication build trust over time. That is why major changes, such as a new name or a new logo, should always be considered carefully. Recognition takes years to build – and it can disappear faster than you might think.

Strong brands are not created overnight. They grow through consistency, visibility, and positive experiences – again and again.



GLOBAL BRIDAL HOUSE

UNVEILING THE 2027 COLLECTIONS













THE NEW GENERATION OF **BRIDES**

Photos: **Freepik**

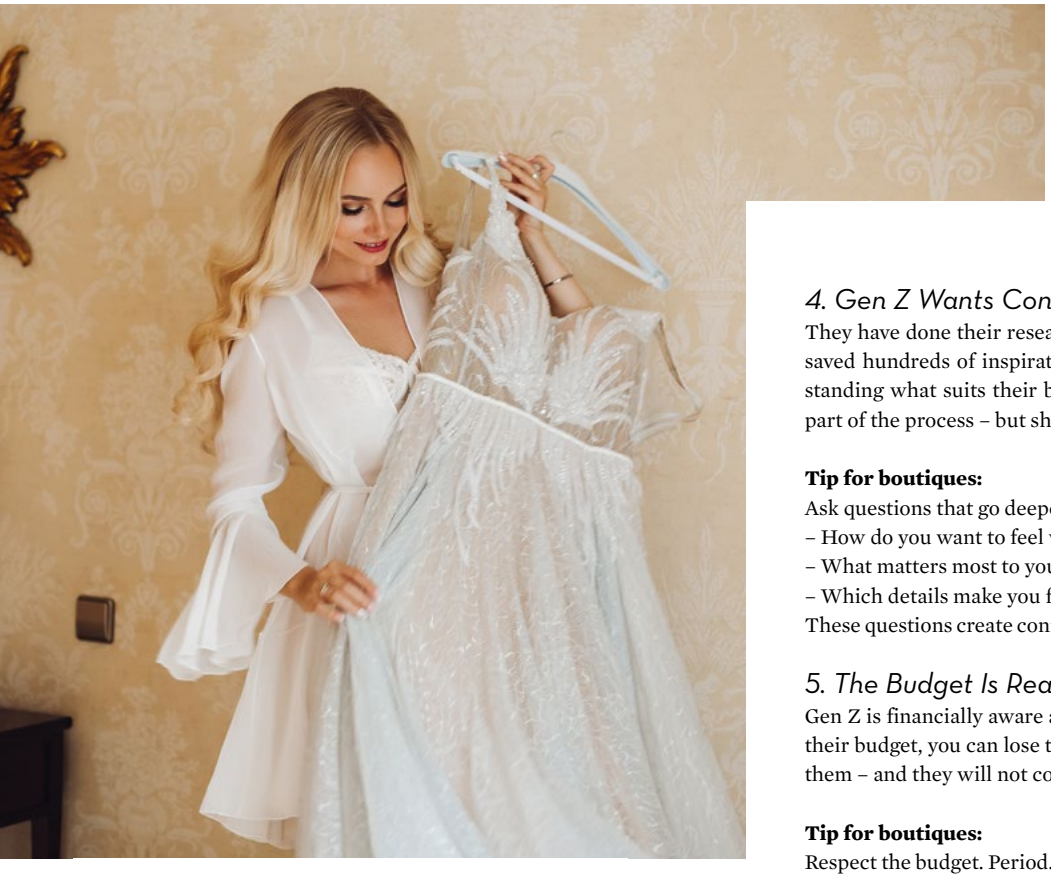
They are digital natives, raised with smartphones in their hands, and they expect more than any generation before them. The Gen Z bride is entering the bridal boutique – and she is changing the rules of the game. For Nordic bridal retailers, this creates both new challenges and exciting opportunities.

But what does Gen Z really want? How do they differ from millennial brides? And what does it take to win their trust – and their "yes to the dress"?

1. Gen Z Seeks Authenticity – Not Perfection

Gen Z is a generation that instantly sees through anything that feels staged, overly sales-driven, or inauthentic. They are not interested in over-polished communication or exaggerated compliments. Instead, they want to meet people who speak honestly, show genuine engagement, demonstrate understanding, and approach them without judgment.
Today's bride chooses a boutique as much for the feeling it creates as for the selection of dresses.

Tip for boutiques:
Tell real stories. Show real customers. Avoid overly "perfect" and pushy marketing. Be personal – but always professional.



2. They Are Emotionally Invested – and Emotionally Stressed

A generation that constantly compares everything through Instagram, Pinterest, and TikTok often lives with a persistent fear of making the wrong choice. It's not just about the dress – it's about identity.

How do I want to look when I begin the next chapter of my life? Common challenges for Gen Z brides include overwhelming choices, the pressure to find the per-fect dress, the fear of making the wrong decision, and financial stress – many are working with tight budgets. At the same time, they have a strong need for reassurance and confirmation.

Tip for boutiques:
Slow the pace. Explain the process. Make choices clear and manageable. Acknowledge her feelings without exaggeration.

3. The Experience Matters as Much as the Dress

For Gen Z, trying on wedding dresses is more than a purchase. It is an experience – a milestone and a moment they have watched unfold on TikTok for years.
They expect a warm welcome, a clear structure to the appointment, a stylist who truly listens, an atmosphere that feels safe and personal, and a space that is tidy, aesthetic, and ideally Instagram-friendly.

Tip for boutiques:
Create small "wow moments": a personal greeting, a card with the stylist's name, or a beautiful mirror area. It doesn't need to be expensive – just thoughtful.

4. Gen Z Wants Control – but Also Guidance

They have done their research. They have seen every trend. They have saved hundreds of inspirat-ion photos. Yet they still need help understanding what suits their body and personality. The bride wants to be part of the process – but she does not want to navigate it alone.

Tip for boutiques:
Ask questions that go deeper than style:
– How do you want to feel when you walk down the aisle?
– What matters most to you about this experience?
– Which details make you feel most like yourself?
These questions create confidence – and often lead to quicker decisions.

5. The Budget Is Real – and Must Be Respected

Gen Z is financially aware and realistic. If you try to push them beyond their budget, you can lose them within seconds. That feeling stays with them – and they will not come back.

Tip for boutiques:
Respect the budget. Period. If you want to show something slightly above it, do so carefully and with a clear purpose.

6. They Value Inclusivity and Personalisation

The Gen Z bride wants to express herself. She does not want to fit into a single style or predefined box. She appreciates flexibility and choice – such as design adjustments, mix-and-match options, personal details, and customisations that make the dress uniquely hers.

Tip for boutiques:
Talk more about possibilities than limitations. Show how a dress can be adapted – not just how it looks on the hanger.

Conclusion: Gen Z Doesn't Want Salespeople – They Want Support

For this generation, the buying journey is emotional, personal, and intense. This means bridal re-tailers must take on a new role:

- an advisor
- a confidence builder
- a trend expert
- an emotional interpreter
- a stylist

When you meet Gen Z with authenticity, patience, and clear guidance, you gain more than just a sale – you gain an ambassador. A bride who tells her friends: "Go there. They really understood me." And in today's bridal industry, that kind of recommendation is worth gold.

ROCOCO INSPIRED FASHION

Bridal fashion for 2026–2027 flirts with the 18th century

Large skirts supported by panniers, narrow waists, and luxurious materials such as silk, lace, and brocade were the defining signatures of the Rococo era. Fashion in the 18th century was characterised by luxury, craftsmanship, and theatrical silhouettes. Garments were rich in detail: embroidery, pearls, ruffles, and decorative layers – all designed to impress and signal exclusivity.

This aesthetic is now clearly returning to modern bridal fashion, offering bridal boutiques an exciting opportunity to present gowns with strong identity and a striking visual impact. For today's brides, the look translates into dresses with voluminous skirts, added fullness at the hips, a defined basque waist, and luxurious fabric choices. Details such as ruffles, structured embroidery, pearl embellishments, and layered effects give the garments depth, movement, and an exclusive finish – ideal for brides seeking something dramatic, romantic, and distinctive.



Modeca

Justin Alexander Signature



Woná Concept

Maggie Sottero



Monica Loretti



Woná Concept



Tziacco



Maggie Sottero Curve

Menswear can also reflect this trend. During the Rococo period, men's attire featured decorated coats, brocade waistcoats, and light, elegant colours. In contemporary collections, this influence can be interpreted through subtle yet decorative elements: textured fabrics, delicate pastel shades, distinctive buttons, jacquard waistcoats, or accessories inspired by historical references.

The Rococo aesthetic signals a clear trend toward more statement collections – pieces that stand out in-store, on social media, and in the fitting room, responding to a growing demand for unique, luxurious, and visually striking bridal looks.



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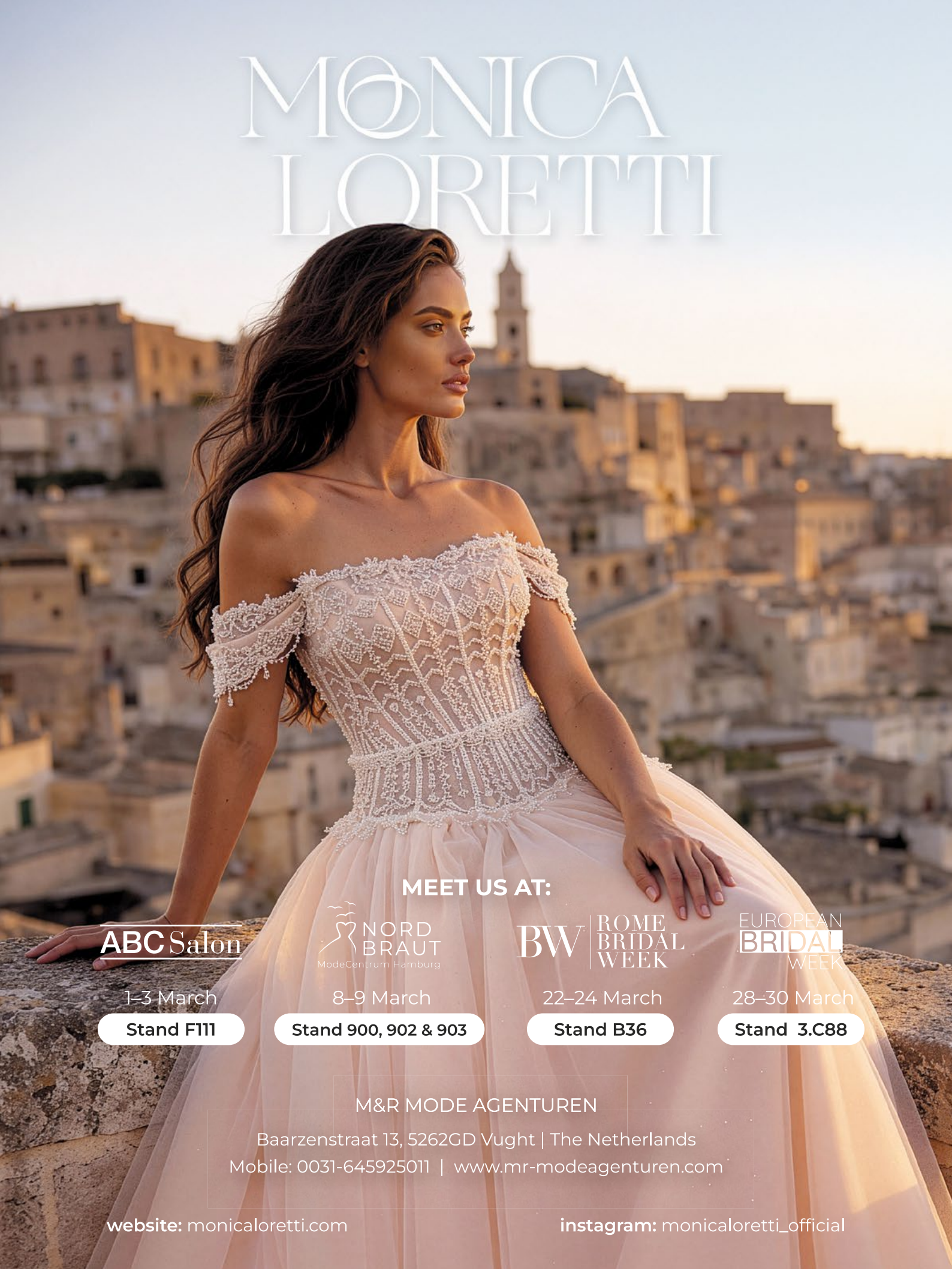
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SHORT & SWEET

More and more brides today choose two outfits for their wedding day: one dress for the ceremony and a lighter, shorter model for the celebration. In just a few years, the "second dress" has evolved from a niche choice to a clearly sought-after addition – also in the Nordic market.

The reason is primarily practical. Many brides want greater freedom of movement during dinner and on the dance floor, especially after a long day in a more structured main gown. At the same time, a shorter dress offers the opportunity for a fresh look without the same price level as an additional (full) wedding gown.

For bridal boutiques, this represents a clear upselling category. Shorter styles work well as outfit number two, for civil ceremonies, smaller weddings, or as the main gown for minimalist brides.


Wona concept


Katy Corso


Dama Couture

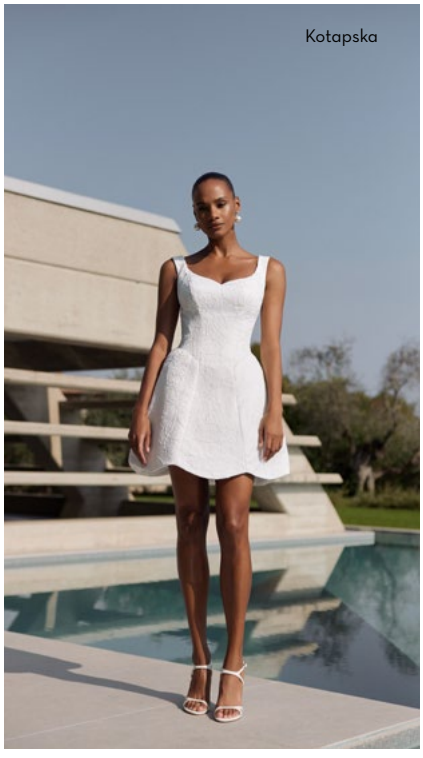

Milla Nova


Dama Couture

When selecting collections, it can be wise to offer variety: simple satin or crepe silhouettes, romantic lace and tulle designs, as well as more playful party dresses with details such as fringe or pearl embellishments. Comfort, lightness, and ease of movement are important selling points.

In other words, the second dress is no longer just a trend, but a practical need – and it is well on its way to becoming a natural part of many brides' overall wedding wardrobe.


Randy Fenoli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2027

When Quiet Luxury Meets Bold Expression – How Nordic Boutiques Can Stay One Step Ahead

Bridal fashion has always reflected its time. At moments dreamy and romantic, at others sharp and modern. In 2027, we step into an era where these contrasts do not merely coexist – they merge. The result is a compelling, almost poetic blend of minimalist elegance and dramatic, artistic expression. For Nordic bridal boutiques, this presents new opportunities to curate collections with intention, tell stronger visual stories, and meet a bride who increasingly wants to wear her personality – not simply a trend.

Quiet Luxury – With Character

The quiet luxury aesthetic continues to shape bridal fashion in 2027. Clean lines, refined fabrics, and a sense of understated sophistication take precedence over excessive embellishment. Satin, organza, jacquard and crinkled satin stand at the forefront – materials that convey quality and substance through texture and movement alone.

Yet "quiet" should not be mistaken for timid. In 2027, minimalism embraces a maximalist heart. A seemingly simple gown may feature a monumental bow, a dramatic cape, or an unexpected peplum detail. It is precisely in the tension between restraint and statement that the magic happens.

For boutiques, this signals a shift: simple no longer means safe. Sleek silhouettes become powerful canvases for bold design elements that stand out both on the rack and in the fitting room.


Justin Alexander Signature


Modeca


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Sculptural Silhouettes – When the Gown Becomes Architecture

One of the defining directions of 2027 is the rise of sculptural silhouettes. Designers draw inspiration from architecture and form rather than traditional romantic codes. Drop waists, body-contouring lines, defined hips and artful draping shape the body with intention and precision.

Strong shoulders, carefully considered proportions, and controlled volume create gowns that feel modern and empowered. These are dresses for a generation unafraid to take space – yet determined to do so with elegance.

Within a Nordic context, where many brides continue to appreciate subtlety, this creates a compelling balance. Sculptural shapes can be positioned as a sophisticated alternative to the classic princess gown – innovative, yet timeless.



Katy Corso



Azuree Bridal



Justin Alexander Signature





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Lace in a New Role

Lace remains, but in 2027 it is no longer simply "sweet." Instead, it is used strategically: layered over sheer fabrics, placed unexpectedly, and often influenced by lingerie aesthetics. The result is lace that feels sensual, contemporary and self-assured.

For boutiques, this presents an opportunity to reframe lace – not merely as romantic decoration, but as a design element that adds attitude and individuality.


Kotapska

Modeca Lux




Amelie Bridal


Woná Concept

Details That Transform the Gown into Art

If 2026 flirted with drama, 2027 embraces it fully. Oversized graphic bows, statement capes, flowing scarves and exaggerated sleeves elevate many gowns to the level of wearable art.

At the same time, there is a strong emphasis on light-catching details: pearls, sequins, subtle shimmer and structured jacquard fabrics that come alive in movement and light. This is not "bling" in the traditional sense, but rather a refined luminosity that adds depth and dimension. In-store, these elements are invaluable. Pieces that capture light and feature distinct statement details naturally draw attention and create an immediate sense of impact on the rail.


Justin Alexander Signature


Demetrios


Justin Alexander Signature

Corsetry, Structure and Silhouettes

Corsetry continues its strong presence. Visible corsetry, lacing and particularly basque waistlines provide both support and definition – interpreted through a modern lens. This is no longer a historical refe-rence alone, but a deliberate design tool to create confident structure.

For many brides, this also offers practical ad-vantages: gowns that fit more securely, feel supportive, and en-hance posture without compromising comfort.



Nicole Milano



Milla Nova



Justin Alexander Signature



Madi Lane Bridal



Bianco Evento



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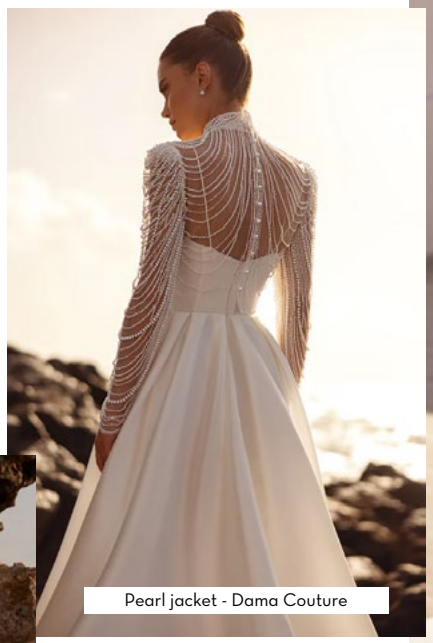
2 looks - 1 dress - Cosmobella

Versatility with Two-in-One Looks

Versatility is a key theme for 2027. Gowns with detachable sleeves, skirts, capes or even chokers allow brides to create two – or more – distinct looks within a single design. Ceremony and reception can carry different expressions without requiring a complete outfit change.

This is not only a stylistic development but also a strong value proposition. For boutiques, it offers a natural way to discuss functionality, sustainability and overall value.



Pearl jacket - Dama Couture



Madi Lane Bridal



Jarice



Modeca

In essence, 2027 offers an exceptional opportunity to showcase breadth. To combine purity and sophistication with bold expression. To help each bride find a gown that does more than follow a trend – it tells her story. Bridal fashion in 2027 is not silent. Nor does it whisper. It speaks – with clarity and confidence – of individuality, form, emotion and beauty.

ONE YEAR OF AZUREE BRIDAL





Olaf Van den Brink on growth, family, and building a modern bridal brand with heart

Photos: Azuree Bridal



Starting a bridal brand from scratch is never just business — it's about belief, timing, and a little bit of courage. One year after founding Azuree Bridal, Olaf Van den Brink can already see the signs that the gamble paid off: growing orders, loyal retailers, and a young company finding its footing faster than anyone expected.

We caught up with Olaf to talk about the first year, lessons learned, evolving bridal trends, and what it's really like building a family business alongside his son, Thomas.

"The reaction has been incredibly positive"
Despite a challenging bridal market globally, Azuree's launch exceeded expectations.

"The response from retailers has been very encouraging," Olaf says. "From the beginning, we focused on doing the basics right — delivering on time, offering great fit, and creating dresses that are easy to understand and easy to sell."

Thomas and Olaf Van den Brink at the photoshoot for the newest collection >>





That strategy paid off.

"Shops tell us the gowns have a very good fit and a healthy price structure. They sell well, but what makes me happiest is that they reorder. Reorders mean trust. It means we've really earned our place in the stores."

Breaking into boutiques isn't easy, especially with established competitors already on the rails. But Azuree managed to carve out space.

"We had to fight for our spot, but once we were in, we stayed. That's important."

Growing across the Nordics – with local strategies

Azuree continues to strengthen its presence in the Nordic market, with particularly strong results in Norway and Denmark. Some markets, however, require a different approach.

Instead of relying only on shows, Azuree now keeps local stock in Finland to provide faster deliveries and personal service through their local partner.

"You have to adapt. Every market is different. What works in Germany or Denmark doesn't automatically work in Finland."

A busier year than expected

Behind the scenes, the brand has evolved rapidly.
In just twelve months, Azuree has:
– launched a full collection
– delivered first orders and reorders
– moved into a new building
– expanded the team
– started implementing new software systems
– and developed the next collection

"It's been intense," Olaf laughs. "But time flies when you're having fun." The company has grown from three people to nearly ten, combining long-time industry colleagues with new talent.

"For many retailers, it means hearing familiar voices on the phone again — people they've known for twenty years. That recognition builds trust immediately."





Listening to the brides

The first season also brought unexpected design insights.

"We originally focused a lot on lace and tulle — very romantic, classic shapes. But our number-one seller turned out to be a clean, minimal gown."

That bestseller changed everything.
"So now we're introducing more clean, modern dresses. We see what brides are actually buying and our collections adapt accordingly."

In their new collection, Azuree offers 120 different styles to serve different regions and preferences. Innovation also plays a bigger role in the new collections, with detachable sleeves, removable skirts, accessories and versatile pieces that transform from ceremony to party.

"Brides want flexibility now. One dress, multiple looks. That's the future."

Building a family business

At the heart of Azuree is something deeply personal: family.

Olaf now works closely with his 27-year-old son, Thomas, who is learning every part of the business — from design to marketing to customer service.

"He's more modern in people management. My generation was very work-first. Younger people want balance, communication, involvement. He understands that naturally."

The combination works.
"He teaches me as much as I teach him. And honestly, it's just fun to build something together."

Looking ahead

Azuree's focus for the coming year is steady, sustainable growth.

"We don't want to grow too fast. We want to grow with our customers. If they go from selling ten dresses to eleven, that's already progress. Step by step."

The brand is also expanding into Northern Italy and France while strengthening existing partnerships.

"It's about building a healthy company. Solid foundations. Long-term relationships. Not quick wins."



"We are simply so happy with Azuree Bridal at Lykke Brudekjoler. The gowns have an excellent fit, outstanding quality, and a price point that truly makes sense for our brides. At the same time, the team is always helpful – even when things are urgent. The collection is wonderfully versatile, and we especially want to highlight their beautiful and well-fitting plus-size designs, which genuinely embrace and celebrate every shape."

Charlotte Tiedebøhl, Lykke brudekjoler







"I've been working in bridal since 2006, and throughout the years I've had the privilege of building strong partnerships across the Nordic region. Having collaborated closely with Olaf for many years, I've seen first-hand his professionalism and sharp business sense. That's why I had complete confidence that Azuree Bridal would quickly make its mark in Europe. With innovative designs, an exceptional fit, and a clear vision for the future —I truly believe Azuree Bridal is set to become one of the leading names in the bridal market in the years ahead."

Carsten Tue Danielsen, Agent in Scandinavia





What I truly appreciate about Azuree Bridal is the blend of modern elegance, excellent quality, beautiful fit, and approachable pricing. The collection feels fresh and contemporary, yet the designs remain very wearable for Finnish brides. It has proven to be a sellable brand in Finland. The feedback from the brides has been positive — they especially love the lightness, comfort, and flattering silhouettes.

Tiina Rauhala, Agent in Finland

AZUREE
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NORDIC AGENTS

It can sometimes be difficult to keep track of which agents represent which brands, who to contact regarding imports, or which company name to search for when looking for a phone number. Here, you'll find an overview of the representatives and agents for various brands in the Nordic region.



NORDIC AGENCY GROUP

Owner: Heléne Beckeman,
Customer service: Janine Sahlin
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Brands: Justin Alexander, Global Bridal House, Morilee New York, Real Silk, Veni Infantino, Torre Fashion group

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SUPREME AGENCY

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ITALIA DESIGN

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SALES AGENCY ROSELIA FINLAND

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EM AGENCY AB

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LILLY A/S

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Karin Gjelstrup, Heidi Carlsen
& Kristina Hem
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HILARY MORGAN

Oliver Keeling
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ROSA CLARA

Stefano Gentile
Brands:
BRIDAL WEAR: Rosa Clará Couture, Rosa Clará, Rosa Clará Soft, Rosa Clará Boheme, Rosa Clará Gatsby, Aire Atelier, Aire Barcelona, Aire Diamond, Aire Beach Wedding, Aire Boho, Aire Royale, Luna Novias, Luna Studio, Alma Novias, Adriana Alier, Martha Blanc (Curvy)

OCCASIONWEAR: Rosa Clará Cocktail, Dani's Party, Aire Barcelona, Couture Club, Marfil Barcelona

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stefano.gentile@exponovias.es

CAVALIERE

Brand: Cavaliere

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MAGGIE SOTTERO DESIGNS

Jenny Williams
Brands: Maggie Sottero, Sottero & Midgley, Rebecca Ingram, EbonyRose Designs

jwilliams@maggiesottero.co.uk
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PRONOVIAS GROUP

Hedda Wallin
Brands: Atelier Pronovias, Pronovias Privée, Pronovias, St. Patrick, Vera Wang Bride, White One Barcelona, Nicole Milano, Ladybird. Evening wear, bridesmaid dresses and accessories from the represented Brands.

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TAILOR KONFEKTION AB

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info@tailor.se
www.tailor.se

TRÈS CHIC BRIDAL WEAR

Frank de Wit
Brands: Avec Amour, Brinkman, Jessie K. Made to Love, Miss Emily, Pure

frank.dewit@treschicbridalwear.com

See you in Essen!





JUSTIN ALEXANDER GROUP

Showing:
Justin Alexander
JA Signature
Sincerity
Sweetheart
Lillian West
Adore
Rings

STAND: 3.A60







GLOBAL BRIDAL HOUSE

Showing:
Modeca
GBS Herve paris
Libelle Bridal
Randy Fenoli
Lili Pellegrino

STANDS: Modeca, 3.B72
GBS Herve Paris 3.B74





SANNA LINDSTRÖM

Showing:
Swedish designer showing her new collection.

STAND: 3.C104



BOTTHOF MODEN:

Showing:
High quality shirts for festive occasions with a large stock program.

STAND: 3.A14

With reservations for last minute changes. Please let us know if you will come and visit any of our stands!

NORDIC AGENCY GROUP

Heléne, Carina and Janine from
Nordic Agency group will be at your service
at European Bridal Week, Essen.

Questions? Contact us!
info@nordicagencygroup.com

SEEN & HEARD IN THE INDUSTRY

Photos: **Brands**



Style 8321 - Monica Loretti

Winner of Bridal Gown of the Year

Monica Loretti continues to strengthen its position as one of the most exciting names in contemporary bridal design. At the Bridal Buyer Awards 2025, the brand received the prestigious "Bridal Gown of the Year" award — a recognition of its innovative design language and refined sense of modern romance.

The winning design, Style 8321, is both fashionable and elegant. The gown is crafted in airy jacquard featuring soft floral patterns and delicate transparent details that create an almost weightless, dreamlike expression. A deep V-neckline combined with a wide waist belt beautifully shapes the bodice, accentuates the waist, and creates a flattering silhouette that suits many different body types. A gown that feels both timeless and perfectly in tune with the moment.

Maggie Sottero Strengthens Its Presence in Europe

Maggie Sottero is taking a significant step closer to the European market by establishing a stronger direct presence in the region. The initiative is part of the brand's long-term growth strategy and will involve closer collaboration with European bridal boutiques, offering more personalized service, stronger communication, and tailored support.

The new chapter will officially begin at European Bridal Week in Essen and Barcelona Bridal Fashion Week, where the Fall 2026 collection will be presented.



Maggie Sottero



Bianco Evento Launches Eveningwear Collection

For the first time, Bianco Evento is stepping beyond its traditional bridal collection. In 2027, the brand will introduce Bianco Evento Eveningwear, created with the same uncompromising attention to quality behind every seam and silhouette.



Liz Young, designer at Madi Lane Bridal

Madi Lane marks 10-Year Anniversary

As Madi Lane Bridal enters 2026, the brand celebrates a special milestone — ten years of bridal fashion with heart at its core. For a decade, the brand has been dressing real brides, in real sizes, for life's most meaningful and memorable moments. The anniversary was celebrated with an exclusive VIP event in London, although the journey began much more humbly — on the shop floor, close to the brides themselves.

In just ten years, the brand has grown from a family-driven idea into an internationally recognized bridal label, now represented in more than 500 stores across 30 countries, with global hubs in Australia, the United States, the United Kingdom, and the Netherlands.

Behind the name lies a personal story. The brand is named after designer Liz's daughter Madi and was founded with a clear vision: to create honest, modern gowns that feel comfortable, accessible, and true to each woman's personal style. Today, mother and daughter work side by side with the design team, continuing the legacy with fresh perspectives and the same warmth. The result is collections that combine wearable design with a global aesthetic and inclusive sizing.





Justin Alexander Signature



Adore by Justin Alexander

Justin Alexander Celebrates 80 Years in the Industry

In 2026, Justin Alexander celebrates an impressive milestone — 80 years of craftsmanship, passion, and innovation in bridal fashion. Over eight decades, the brand has dressed generations of brides around the world and established itself as one of the industry's most trusted and influential names.

Today, the company is led by CEO and Creative Director Justin Warshaw. The anniversary will be marked by a series of celebrations and initiatives, including a gathering at the European headquarters where the team reflected on the brand's journey so far — and the future ahead.

At the same time, the design work continues at full speed. The anniversary campaign, "Eighty Years of Love," celebrates a heritage of craftsmanship and design that continues to inspire the collections today.



Justin Warshaw at the launch of the FW collection in New York

Photos: European Bridal Week / Masterphoto

EUROPEAN BRIDAL WEEK:
EMBRACING THE ARTISTRY OF BRIDAL

From 28 to 30 March 2026, European Bridal Week will once again welcome the international bridal industry to Messe Essen for three inspiring days across two exhibition halls. As the most influential bridal trade show in Northern Europe, the event continues to celebrate the passion, creativity, and commercial excellence that define today's bridal world.

With nearly 500 brands under one roof, European Bridal Week 2026 promises a dynamic and forward-looking showcase that brings together established market leaders, emerging designers, and visionary retailers from across the globe.

A Platform for Creativity, Quality, and Business

European Bridal Week is more than a trade fair—it is a meeting place for an industry that is becoming increasingly sophisticated, selective, and style-conscious. The event not only honours the designers who continue to push creative and technical boundaries, but also the retailers who translate these collections into unforgettable experiences for modern couples.

Siegrid Hampsink-Gosso, Event Director of European Bridal Week, has been at the helm of the show's growth and development for more than a decade:

"Expect a show that speaks your language. Whether you are a global brand, a boutique retailer, or an emerging designer, European Bridal Week is designed to meet you where you are — and where you're heading.

We will continue to present around 500 leading and emerging brands, strengthen our show concepts, and create new business opportunities. But above all, we remain true to our values: quality, authenticity, and creativity with purpose."



Embracing the Artistry of Bridal

With its 2026 theme Embracing the Artistry of Bridal, European Bridal Week shines a spotlight on the creativity, emotion, and storytelling that define contemporary bridal fashion.

This years theme pays tribute to the artistic journey behind each collection—from the first sketch to the final hand-sewn detail—and reflects how bridal fashion has evolved into a space where tradition meets innovation and personal expression takes centre stage.

"Bridal fashion is an art form that tells stories, evokes emotion, and inspires creativity," says Siegrid Hampsink.

Siegrid Hampsink-Gosso



The Creative Designer Arena

A true highlight of European Bridal Week is the Creative Designer Arena — a curated space dedicated to outstanding designers from around the world who are redefining modern bridal fashion.

These designers are pioneers of custom-made and couture bridalwear, creating distinctive gowns and separates that challenge traditional norms. Every piece is crafted with exceptional attention to detail, high-quality materials, and a strong individual vision — offering brides something truly special and often one of a kind.

The Creative Designer Arena is a vibrant hub of innovation, where visitors can explore everything from timeless elegance to bold, avant-garde expressions. Each collection tells a story, reflects a unique design philosophy, and showcases the remarkable diversity of today's bridal world.

Among the participating designers are:
A Bela Noiva (Portugal), Catherine Deane (United Kingdom), Coeur de Lion Schmuckdesign (Germany), Floriana Formisano (Italy), La Novia (Romania), Magia Moda (Italy), Moment of White (Armenia), Po Prostu (Poland), Raffaello Fiesta (Spain) and Tiades Bridal (Belgium).

"We can't wait to welcome our friends from the Nordic countries to the next edition of European Bridal Week. It's always such a joy to bring together designers, buyers, and bridal enthusiasts from across the world, and 2026 promises to be our most inspiring and exciting edition yet. Come and experience the artistry, innovation, and sheer magic of bridal fashion with us in Essen!"

Siegrid Hampsink-Gosso

The Fashion Shows

The EBW Fashion Shows continue to set the tone for the coming seasons, presenting a carefully curated selection of collections that reflect both commercial strength and creative innovation.

Designers are rewriting the bridal rulebook with statement pieces for modern brides—featuring refined silhouettes, intricate embellishments, and architectural details that elevate bridal fashion beyond the ordinary.

The fashion shows will take place on Saturday and Sunday at 11:30 and 14:00.

Featured brands include among others: Azuree Bridal, Dama Couture, Diane Legrand, Ellebeline, Lilly, Maggie Sottero, Rebecca Ingram and Sottero and Midgley.



Special Features and Experiences

The popular Instagram Candy Bar returns as a truly "sweet" highlight, offering exhibitors and visitors a playful and effective way to create content and engage their audiences across social media platforms. In addition, daily Meet & Greet sessions in English and German will provide valuable insights and inspiration from social media experts within the bridal industry.

Once again, European Bridal Week is delighted to welcome a strong presence from the Nordic market. The Nordic Lounge will return to the show floor, creating a dedicated meeting point and a distinctive Nordic atmosphere in Essen. The continued collaboration with Nordic Bridal Media reflects a shared belief in teamwork, creativity, and the power of collaboration to drive innovation in the industry.

The Nordic Lounge





The EBW Awards 2026

Following the great success and overwhelming industry response to the EBW Awards, the prestigious celebration returns as part of European Bridal Week 2026.

Join the industry for a glamorous and unforgettable evening on Sunday, 29 March 2026, in the Grand Hall at Zeche Zollverein in Essen, as the EBW Awards honour the creativity, innovation, and passion that shape the bridal and fashion world — a night where excellence takes centre stage and achievements are celebrated in style.

European Bridal Week 2026 promises three days of inspiration, business, creativity, and connection — a true celebration of the artistry and future of bridal fashion.

Get tickets here!



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SCAN INTO
THE MILAN WORLD

Milan



Milan Signature





Milan Essence



Milan Curvy

Four Collections

GET TO KNOW YOUR COLLEAGUES BETTER

Do conversations at work sometimes feel a bit slow or repetitive? Looking for simple ways to get to know each other better—and maybe add a few more laughs to the day? These questions can help lighten the atmosphere and reveal new sides of your colleagues.

Photo: **Freepik**

A shop—or any workplace, for that matter—is not just about schedules, checklists, routines and closing the register at the end of the day. It's about people. And people naturally grow closer when they laugh together, share small stories, and discover new things about each other.

Sometimes all it takes is an unexpected question during lunch, in the staff room, or before the shop opens to create a more relaxed atmosphere. Here is a collection of fun, easy and inclusive questions that work just as well between managers and staff as they do between colleagues.

1. What is the strangest question a customer has ever asked you? (There are almost always great stories—and plenty of laughter—hidden here.)

2. If our store were a TV series, what kind of show would it be? Drama, comedy, reality, or feel-good? And who would be the main character?

3. What is your "must-have-before-work" routine? Coffee? Music? Silence? Three alarms and a motivational pep talk?

4. If you could have lunch with one famous person—living or dead—who would it be? (This question often leads to surprising answers and great conversations.)

5. What is your hidden superpower at work? Anything from "finding things nobody else can find" to "calming down upset customers" or "always carrying extra chewing gum."

6. According to your colleagues, what is the most typical thing you do at work? (A perfect opportunity for friendly teasing and a little self-irony.)

7. If we had a themed day at work, what theme would you suggest? An '80s theme? Hawaiian shirts? Pajama day? It might actually turn into a real idea.

8. What is the best—and most underrated—part of our job? (A great question that often sparks reflection and a sense of pride.)

9. What was your very first job ever? Almost everyone has a story here—and it's often a good one.

10. If you had to teach everyone at work one thing, what would it be? Something practical, fun, or completely unexpected.

11. What always puts you in a better mood at work? (Small things often matter more than we realize.)

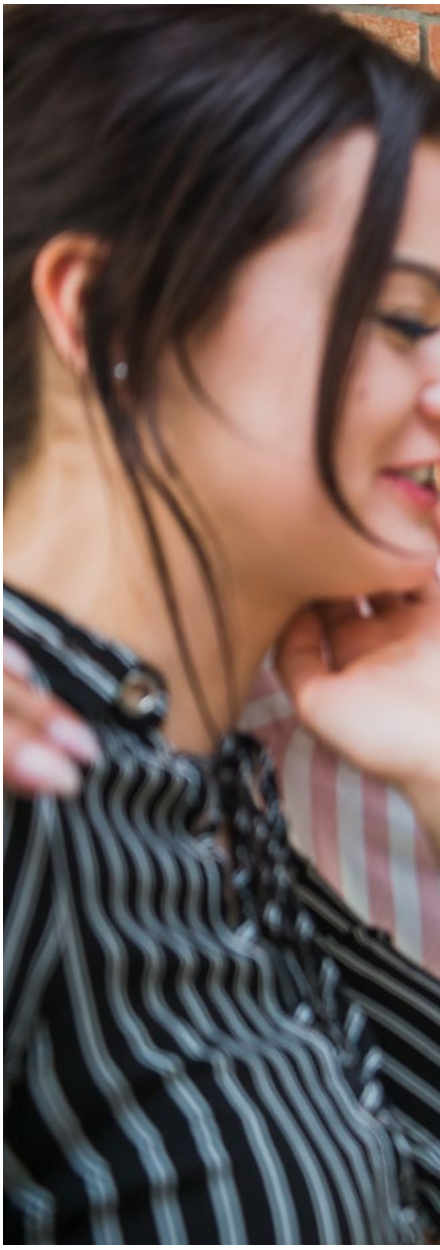
12. If we went on a company trip, where should we go? Realistic or completely unrealistic—both answers are welcome.

13. What is the most memorable moment you have experienced in the store? (This is where both touching and hilarious stories often appear.)

Questions like these are not about getting overly personal or digging too deep. They're simply about creating a little more human connection in a busy workday. A little more laughter. A little more "we."

Because when people enjoy working together, it shows. In the atmosphere, in teamwork—and ultimately in the way customers experience the store.

A great workplace is not built on routines and results alone. It is built on small moments, shared stories and a genuine sense of belonging. And sometimes, it all begins with a simple question at the lunch table.



When people enjoy working together, it shows. In the atmosphere, in teamwork – and ultimately in the way customers experience the store.



Here you will find an overview of trade shows to visit ahead of the upcoming season's purchasing. At these events, you meet other professionals in the industry. New agreements are made, new contacts are established, and the trends for the next season are presented.

2026

TRADE SHOW CALENDAR

MARCH

Rome Bridal Week

Rome, Italy • 22–24 March
romebridalweek.com

Italy's leading industry platform for bridal fashion, showcasing both Italian and international designers.

Bridal Week

London, England • 22–24 March
bridalweek.com

The trade show takes place at the iconic Truman Brewery in East London and captures the capital's creative pulse with exciting designers, influential buyers, and a vibrant atmosphere.

European Bridal Week

Essen, Germany • 28-30 March
europeanbridalweek.com

For over a decade, European Bridal Week has brought together buyers and exceptional brands from around the world in Essen, Germany, and has grown into the largest international bridal trade show in Northern Europe.

APRIL / MAY

Barcelona Bridal Week

Barcelona, Spain • 22-26 April
barcelonabridalweek.com

Some of the world's most prestigious suppliers are represented every year at Barcelona Bridal Week – one of the most important trade shows in the bridal industry.

Bridal Fashion Warsaw

Warsawa, Poland • 9-10 May
bridalfashion.pl

A B2B trade show for wedding dress manufacturers, importers, bridal boutiques, and bridal designers, with a primary focus on Eastern Europe.





SEPTEMBER

Bridal Week

Harrogate, England • 13-15 September
bridalweek.com

With a rich 40-year history, the trade show in Harrogate is truly a market leader. The event combines business and pleasure in the beautiful spa town of Yorkshire. Each year, retailers from around the world take over the city as they attend one of Europe's largest buying trade shows.


OSLO
STOCKHOLM
HELSINKI
COPENHAGEN
Bridal Week
White Gallery
European Bridal Week
Paris Bridal Fair
Milano Bridal Week
Barcelona Bridal Week
Rome Bridal Week

COLOR TRENDS 2026

Color trends no longer emerge by chance—they can now be measured, analyzed, and predicted. For bridal boutiques and buyers selecting seasonal eveningwear and accessories, Pinterest has become an increasingly valuable tool for early trend insights.

Photos: **Pinterest, Brands**



According to Pinterest, the following colors will trend in 2026: ice blue, jade green, deep plum, wasabi, and persimmon.

With more than 600 million users, the platform provides access to billions of searches and saved images. When large numbers of people begin searching for and saving content in specific shades—whether dresses, flowers, table settings, or details such as shoes and jewelry—it reveals which colors are truly gaining momentum. These are real user actions, not surveys or assumptions, offering a more accurate picture of demand before trends fully reach the market.

Pinterest combines this search data with visual search technology. Artificial intelligence analyzes the images themselves to identify colors and combinations that repeatedly appear across categories. This reveals clear patterns in the aesthetics consumers are drawn to—from fashion and beauty to interior design and weddings.

The findings are then refined by in-house color experts who translate the data into concrete shades and cultural insights. They also confirm when trends emerge simultaneously across multiple industries, increasing the likelihood that the colors will gain commercial traction.





Steve Madden



MGNY



Rosa Clará

MGNY

Mascara London



For bridal boutiques, this provides a more strategic foundation for purchasing decisions. By following early color signals, retailers can plan assortments of bridesmaid dresses, occasionwear, suits, shoes, and accessories that align with upcoming demand—reducing risk and improving accuracy in buying.

Using data-driven insights from platforms like Pinterest offers a clear competitive advantage when defining the color palette for the upcoming season.



Jacques Lemans



Pronovias



Rosa Clará

GROOMS **CHOICE**

Personality, lighter fabrics, and a clearer overall aesthetic are becoming increasingly important for today's grooms.


Roberto Vicentti

Men's wedding attire is evolving in two directions that actually complement each other. On the one hand, there is a stronger focus on character and visual identity through color, texture, and distinctive details. On the other, there is growing demand for comfort, lighter materials, and adaptable solutions that work throughout the day. For bridal boutiques, this means assortments should cover both classic and more personal styles, while flexibility—alterations, modular pie-ces, and styling—becomes an essential part of the sales process.

The groom's style is moving toward an expression where design and comfort go hand in hand. For bridal retailers, this means men's formalwear is no longer just about the "safe dark suit," but about offering well-considered concepts that reflect the overall style of the wedding while remaining practical for an entire day of celebration.

Clearer style universes

More brands now present their collections as complete style universes. We see directions such as urban and modern, regal and formal, glamorous vintage, and more natural, green-



Wilvorst


Roberto Vicentti


Cavaliere

Wilvorst


Wilvorst

inspired aesthetics linked to outdoor weddings. This approach makes it easier for boutiques to work thematically. Instead of selling individual pieces, they can build complete looks: suit, waistcoat, shirt, bow tie or tie, and shoes—curated to create a cohesive expression. This adds value to the sales process and makes styling advice more concrete.

Cleaner design – less excess

The year 2026 is marked by a clear simplification of design. Silhouettes are slimmer and cleaner, while details are more thoughtful rather than elaborate. Where previous seasons often featured heavy brocades and decorative elements, we now see lighter textures and more subtle contrasts.

The celebratory feeling is still present—but expressed in a more refined way. This also makes the outfits more wearable after the wedding, something many grooms increasingly value.

Lighter color palettes

Green tones, muted aqua, and soft powdery shades such as sand, beige, and pale rose are becoming more prominent in collections. Patterned suits—and especially striped ones—are also gaining popularity.


Roberto Vicentti

Comfort and lighter fabrics

Comfort is a recurring theme. Lighter wool fabrics and linen blends are increasingly used, espe-cially for spring and summer weddings. Freedom of movement, breathability, and softer construction are key selling points.

Customization and flexibility

More brands are placing greater emphasis on customization options. This goes beyond adjusting lengths to offering different cuts, waistcoat styles, lapel options, and styling variations within the same design.

Today's groom increasingly wants an outfit that feels personal—and that harmonizes with the bride's style and the overall aesthetic of the wedding. For bridal boutiques that already work closely with the bride, there is significant potential in offering a complete styling solution for the groom as well.

ACCESSORIES: THE FINISHING TOUCH

The wedding dress is the heart—but accessories are what make it beat faster.


Poirier

For bridal boutiques, it is easy to think of the dress as the main product and everything else as "extras." In reality, these details are what create the complete look—and what increase both revenue and customer satisfaction. When the bride can see the entire look in the mirror, fully styled from head to toe, something magical happens. She doesn't just see a dress. She sees herself on her wedding day. Investing in exciting accessories is therefore not a risk—it's a smart strategy.

Jackets

Jackets are a great place to start. A modern bride often wants multiple looks throughout the day: a soft cape for the ceremony, a structured blazer for a contemporary city wedding, or a denim jacket with pearl embellishments for the evening celebration.

In Nordic countries, where the weather can be unpredictable, this is also a practical necessity. When the boutique can offer the solution immediately, the bride doesn't need to search elsewhere—and the sale stays in your store.

Bridal shoes

Shoes are another key category. Comfort and style must go hand in hand. Many brides want both an elegant heel for the ceremony and a more comfortable option for the reception.


Poirier


Avalia Shoes

The result is often higher sales—but even more importantly, a stronger sense of professionalism and trust. Accessories are not just about upselling. They are about owning the entire bridal look. And it is precisely that sense of completeness that makes the bride choose to buy everything from you.

By offering a thoughtful selection in different heel heights and styles, boutiques can help the bride make a well-rounded choice while naturally increasing the average purchase.

Bags

Bags may be the most underestimated category. A small clutch for lipstick and a handkerchief, a pearl-embellished mini bag, or a modern silk pouch adds the perfect finishing touch to the outfit.

It is also a relatively accessible product that often becomes a spontaneous addition when the bride is already in a buying mindset.

Jewelry

Jewelry is the ultimate finishing touch. Earrings that frame the face, a delicate bracelet, or a statement piece that elevates a simple gown. There is great potential here in offering variety—and in actively styling during fittings. When the bride sees how a pair of earrings can transform the look, the decision often becomes much easier.

The key is to think styling, not just selling. When you actively suggest jackets, shoes, and jewelry during the fitting, the bride experiences a complete consultation. She feels seen, supported, and inspired.

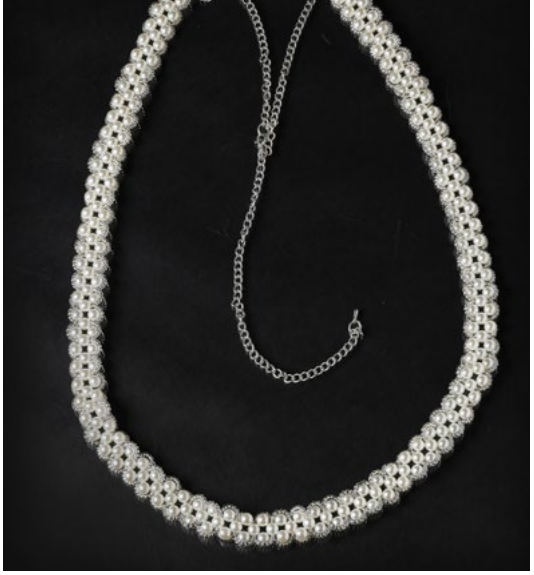

LILLY


Avalia Shoes


Emmerling


Design by Conception

















WARREN YORK INTERNATIONAL






Discover our latest collection at European Bridal Week!
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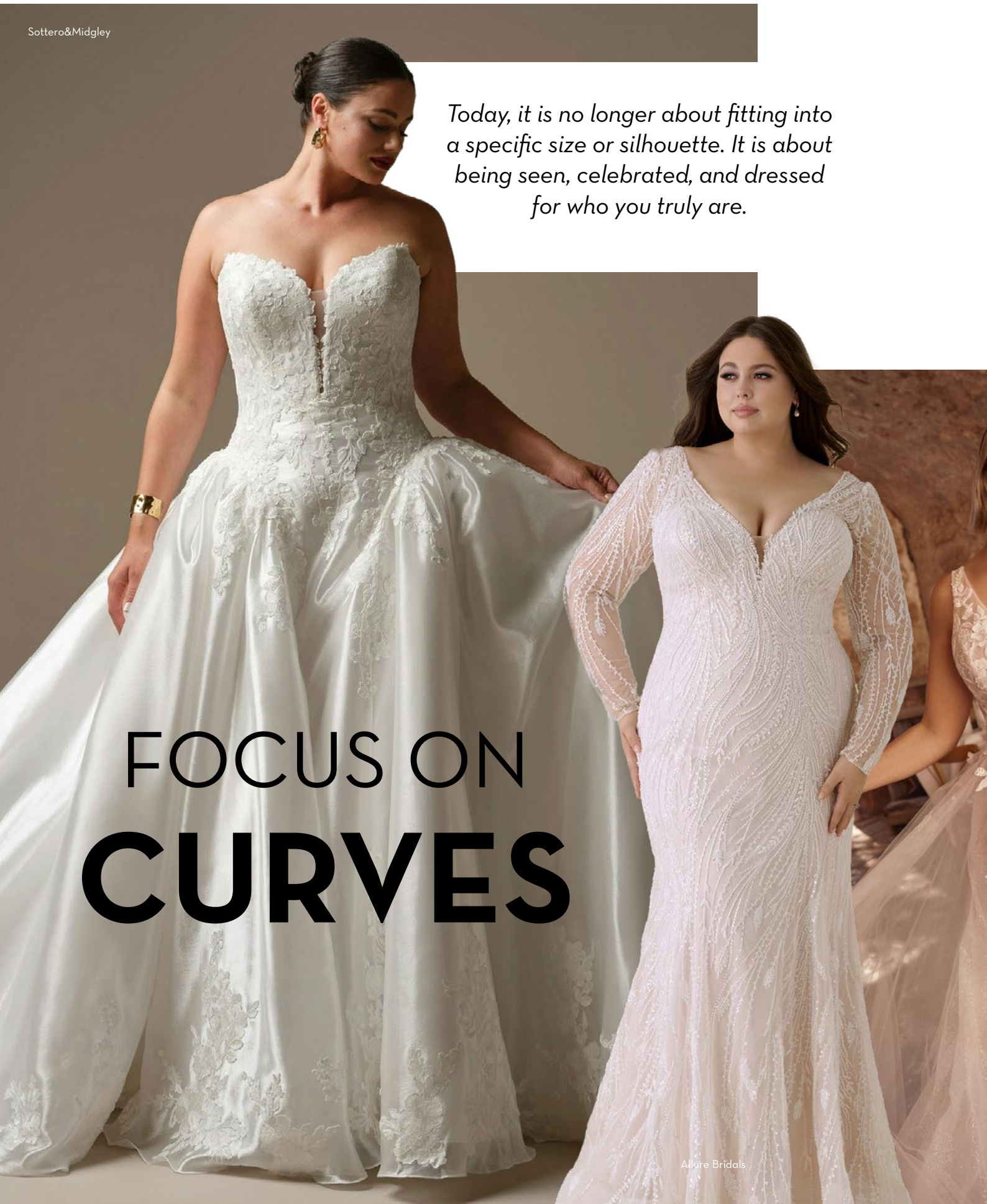
Stand 2.E380
28-30th March
10% discount
on all orders placed at European Bridal Week!*
*Subject to terms and conditions
hilarymorgan.com
hilary morgan



Today, it is no longer about fitting into a specific size or silhouette. It is about being seen, celebrated, and dressed for who you truly are.

FOCUS ON CURVES

For many years, the idea of what a "proper" bride should look like has made far too many women feel excluded from one of life's most joyful experiences: finding the dream dress. But something is changing. The atmosphere is shifting. The demand for inclusivity is becoming stronger—and bridal fashion is following suit.

Today, designers, boutiques, and brands that actively work to showcase the diversity of modern bridal fashion are gaining recognition. Diversity is at the center, and collections reflect reality: brides come in every shape, size, and style. The runway is becoming a place where more women can recognize themselves—not just dream from a distance.



Bella by Amelie Bridal



Allure Bridals

Miss Emily by Très Chic

Brands specializing in plus-size bridalwear have taken a clear leadership role. They combine comfort and style in ways that were previously missing in the market. This is not about simply adapting existing designs, but about creating gowns from the ground up—with the right cuts, proportions, and thoughtfully engineered fit.

The result is gowns that fit beautifully, move naturally with the body, and highlight the best in every bride. Soft fabrics, supportive construction, and carefully designed details provide both confidence and elegance. Silhouettes are created to celebrate curves, define the waist, and enhance each bride's personal style—whether the look is romantic, modern, or dramatic.



Silhouette by Modeca

Silhouette by Modeca

THE INSTAGRAM REPORT

Instagram is constantly evolving, and staying up to date is essential if your content is going to reach your audience. Algorithms, formats, and user behavior are changing rapidly. For bridal boutiques aiming to connect with their target audience—future brides—it is crucial to understand what works now and what is losing impact.

Illustrations: Freepik

Video first: Reels dominate

Instagram increasingly prioritizes video content, particularly Reels. This format receives significantly higher reach and engagement than traditional images.

The platform no longer relies on a single algorithm but multiple ones—for the feed, Stories, Reels, and Explore. Each evaluates content based on factors such as watch time, engagement (shares, saves, comments), and whether the content is original and relevant.



New formats in the profile grid

In 2025, Instagram introduced changes to how posts appear in the profile grid. Images are now primarily displayed in a vertical format instead of squares.

This change has been adjusted several times in a short period, with the latest update favoring even taller vertical formats. As a result, vertical photos and Reels are more visually prominent in profiles.

Likes are also no longer the primary success metric. Views have become a more important quantitative indicator, offering a more realistic picture of how many people actually see the content.

AI tools – but greater demand for authenticity

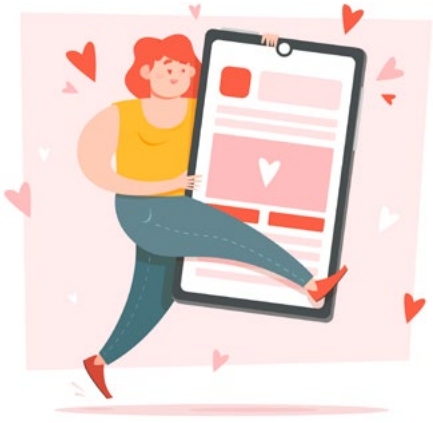
Technological developments are also shaping the platform. AI tools and video production are becoming more widespread. At the same time, Instagram appears to favor original, authentic, and niche-specific content over highly polished, generic videos.

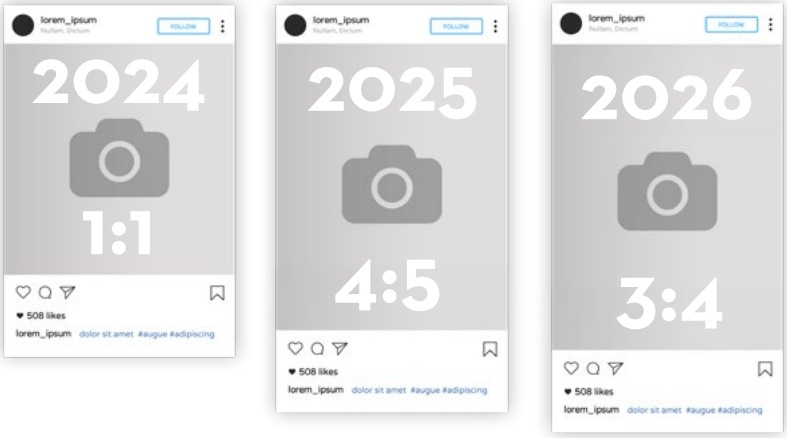
Accounts that consistently publish original Reels and create content tailored to their audience are rewarded by the algorithm.

Shares and saves matter more

Likes alone are no longer enough. Today, shares in direct messages, saves, comments, and watch time are the strongest signals that encourage the algorithm to push a post further.

In other words, content must inspire engagement, emotional connection, and sharing—not simply look visually appealing.





What works – and what should be adjusted?

What works

• Reels and vertical videos: Use Reels to showcase dresses, fittings, alterations, and behind-the-scenes moments. Start with a strong hook and consider adding music. Subtitles are helpful for viewers watching without sound.

• Carousel posts with useful tips and advice for brides. These types of posts often encourage both sharing and saving.

• Text on images: A short caption or headline on the image itself can encourage users to stop scrolling and engage.

• Authentic, niche-specific content: Posts featuring real brides, real gowns, and genuine emotions perform particularly well.

• Content designed for sharing and saving: Wedding inspiration, styling tips, and before-and-after transformations often encourage brides to save or send the content to friends.

• A balanced mix of Stories, Reels, and feed posts: Use Stories for casual communication, Reels for visibility, and the feed to maintain a cohesive visual identity.

What works less

• Static, polished images alone: A profile built only on beautiful still images rarely gains strong visibility without additional formats.

• Overly perfect content without emotional depth: Highly polished posts that feel overly promotional often receive less engagement.

• Inconsistent posting: Irregular activity and unfocused content reduce long-term visibility.

Looking ahead

The future direction is clear: Instagram is becoming increasingly video-driven, with Reels at the center of the platform. At the same time, personalization will become even stronger as algorithms analyze user behavior and engagement to deliver the most relevant content.

For bridal boutiques, the message is simple: invest in content that is authentic, human, visually compelling, and emotionally engaging.

BRIDAL TRENDS FROM JUSTIN ALEXANDER GROUP







Photos: Justin Alexander Group



The Justin Alexander Group has unveiled its Fall Winter 2026 collections, offering a fresh perspective on bridal fashion across Justin Alexander, Justin Alexander Signature, Adore by Justin Alexander, Lillian West, and Sincerity Bridal. Blending modern design with timeless bridal elements, FW26 introduces key trends that will shape the upcoming season.

Highlights include the return of the basque waist, creating a flattering and elongated silhouette with a refined, fashion forward feel.

Floral inspired details continue to bring softness and dimension, while tonal and silver embellishments add subtle sparkle inspired by couture craftsmanship. Coordinated accessories allow brides to personalise their look, and brocade fabrics bring texture and depth to modern silhouettes.

The Fall Winter 2026 collections will be presented at Rome Bridal Week, European Bridal Week, and Barcelona Bridal Fashion Week.

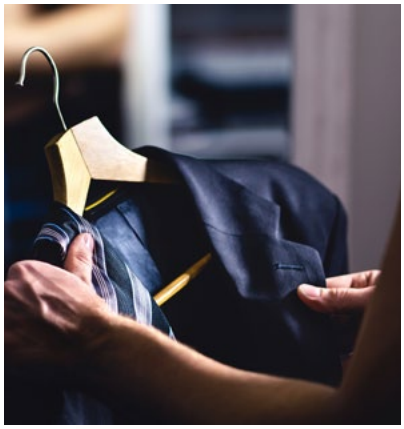


WHY MORE AND MORE BOUTIQUES ARE CHOOSING NICHE MEDIA

When content is everything, context is what matters



Photos: **Adobestock**



The bridal industry is unique.
Not just because it is filled with tulle, silk, and big emotions—but because it actually operates differently from almost every other industry.

Here, the audience isn't deciding whether they will make a purchase. They already know they will. The only question is where. Every year, a completely new generation of couples enters the wedding planning bubble. They have a date in the calendar, a budget set aside, and a long checklist waiting to be completed: dress, suit, rings, accessories, venue, decorations, photographer, honeymoon.

Everything must be planned. Everything must be decided. And time is limited. This makes them one of the most purchase-ready audiences that exists.

The search for confidence—not just inspiration
But today's couples are no longer satisfied with a beautiful image in their feed. They want to know more. They compare. They read guides. They save articles. They look for recommendations. They want to feel confident in their decisions.

Few purchases carry as much emotional weight as those connected to a wedding. The dress must last an entire day. The suit must fit perfectly. The rings will be worn for the rest of their lives.

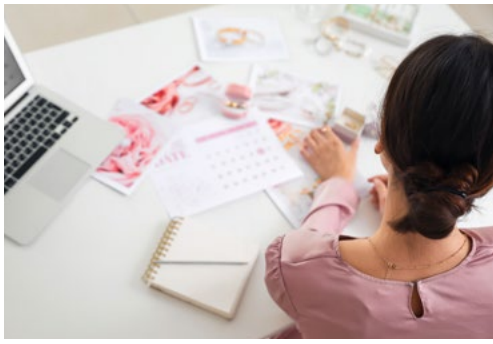
Simply being visible is not enough. A brand or boutique must also appear knowledgeable, credible, and trustworthy. This is where niche media truly shows its strength.

When a boutique or brand is featured in an editorial context—through articles, features, and guides—it creates a different kind of impact than traditional advertising. The recommendation feels more personal. More trustworthy. Almost like a tip from a friend.









Being visible in the right places

Today's couples move seamlessly between social media, websites, and magazines. They collect inspiration everywhere, but they make decisions where they find the most information—and the greatest sense of trust.

For boutiques, this leads to an important realization: It's not about being visible everywhere. It's about being visible in the right places.

In a context where everything already revolves around weddings. Where the reader is receptive. Curious. Ready to choose.

More than reach—the right reach

Many boutiques work actively with their own channels, and that is absolutely the right approach. But these channels often reach primarily those who already know the brand.

Through established bridal media, you also reach those who have not discovered you yet. New cities. New customers. New seasons.

And the more often a couple encounters the same name during their planning process, the more natural that choice becomes.



A natural partner in the Nordic region

This is exactly where Nordic Bridal Media plays its role.
As the leading bridal niche media platform in the Nordic region, we create content that couples actively seek out—not just scroll past. Through magazines, online platforms, guides, and social media, we meet them at every stage of the planning journey.

With inspiration, expertise, and credibility at the center, we help couples find the right choices—while helping boutiques reach their audience with the right message.

Because ultimately, everyone in this industry is working toward the same goal: Helping the right couple find the right supplier.

When the content is relevant, the context is right, and the trust is strong, the rest almost happens naturally.



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