

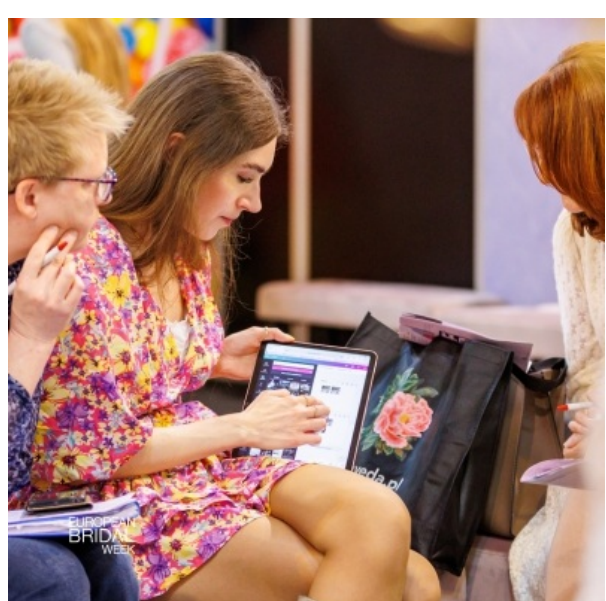
Discover Social Media Secrets and Celebrate Bridal Fashion for Every Body



## INSTAGRAM CANDY BAR

### SWEET MOMENTS AND EXPERT INSIGHTS AWAIT AT EBW

[EBW](#) always has something special to offer, and this year it's the sweetest of all! Taking place from 28 – 30 March 2026 at Messe Essen, Germany, [European Bridal Week](#) is not just about stunning bridal and fashion – it's also about creating moments that delight, inspire, and connect. Don't miss the [Instagram Candy Bar](#) in Hall 2 for a sweet pause, and charge your phone at our power stations while you indulge.



Visitors can also enjoy real business treats: lively Q&A sessions with industry experts on social media strategy and Instagram best practices. A second session will explore how bridal boutique teams can confidently assist plus-size clients, moving with ease and providing a welcoming experience for every guest.

### Q&A SESSIONS WITH MAAIKE BAELE

Being in the wedding industry for 15 years, Maaïke Baelde has been working as a Key Account Manager at ThePerfectWedding.nl for 10 years now. With a true passion for the industry, social media is an important tool for Maaïke, and she uses it on a daily basis.

Our media friend from [theperfectwedding.nl](#) and [theperfectwedding.de](#) will be running Q&A sessions in English, offering not only newcomers but also anyone curious for fresh insights the chance to find out more about Instagram.

**Instagram Candy Bar | Saturday & Sunday & Monday | 13:00**



### Q&A SESSION WITH TANJA MARFO

Bridal Fashion Without Size Limits – How We Truly Connect with All Women

We are delighted to welcome Tanja Marfo, known as the influential voice behind [@kurvenrausch](#), to [European Bridal Week](#) for a special Q&A session that celebrates inclusivity, confidence and real connection in bridal fashion. Tanja Marfo brings a powerful and personal perspective to the conversation: having experienced life both with and without weight challenges, she speaks openly and authentically about what it means to feel seen, understood and valued when shopping for a wedding dress.

This session is open to everyone working in bridal who wants to deepen their understanding of how to support and serve all brides – from plus-size clients to brides with disabilities or unique body experiences.



Together, we will explore how bridal teams can create truly welcoming, empowering experiences, build trust across diverse clients and confidently offer solutions that honour every bride's individuality and beauty.

**Instagram Candy Bar | Sunday | 10:00**

### A BIT OF SPOILING FOR EVERYONE

[European Bridal Week](#) has so much extra to offer! Sweetest of all will be the [Instagram Candy Bar](#), a special feature with tempting treats waiting for those ready to indulge.

From colourful wine gums and liquorice wheels to jars of pastel candies, it is a playful spot made for both enjoying and snapping that perfect Instagram moment. At this massive, action-packed event, everyone deserves a bit of spoiling, with sweet treats, bubbly stations, and little surprises around every corner. [European Bridal Week](#) makes sure the joy of bridal and fashion is as delightful as it should be.



EUROPEAN  
BRIDAL  
WEEK

*Because Passion Unites Us*



EMBRACING  
THE ARTISTRY  
OF BRIDAL

28 - 30 March 2026  
Messe Essen, Germany