

Experience 'Something Blue' with Dama Couture at EBW

Dama Couture

SOMETHING BLUE

A MODERN FAIRYTALE FOR THE CONTEMPORARY BRIDE

[European Bridal Week](#), the leading international bridal trade show, takes place from 28 - 30 March 2026 at Messe Essen in Germany, uniting top designers, manufacturers, and global retailers to explore the latest collections, place orders, and connect with industry partners.



We are delighted to welcome **Dama Couture** from Poland, a refined bridal brand known for its exceptional craftsmanship and elegant design philosophy. Designed for brides who appreciate elegance, individuality, and timeless beauty, Dama Couture creates gowns that are as distinctive as they are refined.

Their newest collection, **'Something Blue'**, brings a fresh interpretation to a cherished wedding tradition — transforming it into an emotional narrative of heritage and vision.

They say every bride needs four things...

- Something old - to honour the love stories written before hers.
 - Something new - to celebrate the beginning of forever.
 - Something borrowed - a whisper of wisdom passed from heart to heart.
 - Something blue - a promise of serenity and loyalty.
- But what if all four lived in one moment?



For Dama Couture, 'Something Blue' is more than a collection; it is a feeling, a memory in the making, and a modern fairytale woven with tradition. Each piece reflects the brand's signature fusion of elegance and emotional storytelling, designed for brides who carry yesterday with grace, embrace tomorrow with courage, and walk toward love beautifully, unmistakably themselves.



At [European Bridal Week](#), visitors will have the exclusive opportunity to discover Dama Couture's vision for the future of bridal fashion and explore the artistry behind the 'Something Blue' collection.

YOUR GATEWAY TO THE FUTURE OF BRIDAL FASHION

[European Bridal Week](#) is tailored exclusively for trade professionals, an environment where visionary brands meet qualified buyers and retailers. Exhibitors showcase their newest bridal, eveningwear, groomsware, and accessory collections, while attendees gain insight into trends, production direction, and order opportunities for the seasons ahead.

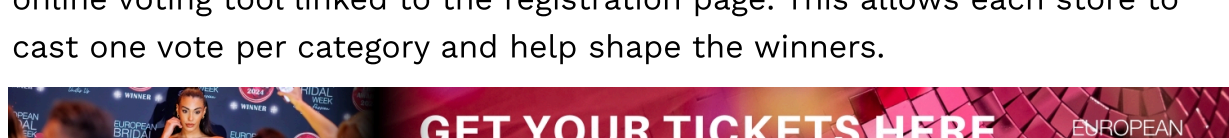
- Explore the full exhibitor [brand list](#) on the [European Bridal Week](#) website to see who's participating, and plan your schedule.
- [Register now](#) as an industry visitor to secure your free trade ticket as entry to the show is complimentary for qualified buyers and store owners.

DON'T MISS THE EBW AWARDS AND VOTE NOW

The [EBW Awards](#) ceremony on Sunday, 29 March 2026, taking place in the Grand Hall at Zeche Zollverein in Essen, celebrates creativity, innovation, and excellence across multiple categories, and provides an unforgettable networking evening with peers from around the world. At [EBW](#), all exhibiting brands are automatically nominated for the [EBW Awards](#), the biggest bridal industry awards decided directly by retailers.



When registering for [European Bridal Week](#), stores receive access to the online voting tool linked to the registration page. This allows each store to cast one vote per category and help shape the winners.



Voting closes on Sunday, 08 March 2026 at 23:59 — so take your chance, [register now](#) for EBW, and vote for your favourites!

