

From timeless classics to fashion-forward plus-size designs – all under one roof

Weise Heritage

TIMELESS AND BOLD

GERMAN HERITAGE MEETS MODERN BRIDAL VISION AT EBW

At the upcoming edition of [European Bridal Week](#), taking place from 28 – 30 March 2026 at Messe Essen, Germany, German brands **Weise** and **IamYours** present a comprehensive bridal offering that combines heritage, versatility, and contemporary fashion sensibility. With roots dating back to 1955 and a strong international presence, the group showcases a multi-brand portfolio crafted to meet the diverse expectations of today's bridal market.



Weise Heritage, the cornerstone of the portfolio, remains firmly anchored in a tradition of elegant, timeless bridalwear. Featuring a wide range of styles, the collection offers diverse silhouettes and fits, designed to flatter different body types while balancing classic bridal codes with subtle modern updates. This line is aimed at brides seeking refined design, dependable quality, and a realistic market position.

Studios by Weise introduces a fresh, flexible approach. Built around a mix-and-match concept, this line allows brides to create highly personal looks, from short dresses to coordinated separates, and even second outfits for the wedding day. The collection responds to the growing demand for individuality, versatility, and contemporary bridal solutions, while providing retailers flexible options.



IamYours brings a fashion-forward statement to [European Bridal Week](#). Created for confident, style-conscious brides, the collection features luxurious fabrics, intricate embellishments, and bold silhouettes.

Positioned at the higher end of the portfolio, it caters to brides seeking a striking, modern aesthetic and a distinctive statement on their wedding day.

Across all collections, the focus for the new season lies on clean architectural lines, structured silhouettes, statement skirts, drop-waist and basque waists, as well as detachable elements such as overskirts, sleeves, and capes. Jacquard fabrics, Chantilly and French lace, layered transparencies, and couture-inspired details highlight key bridal trends leading into 2027. Size inclusivity remains central, with designs available across an extended size range, and bespoke requests handled in close collaboration with the in-house design and customer service teams based in Germany.

PLUS-SIZE BRIDAL IN FOCUS: LASABINA

Also exhibiting at [European Bridal Week](#), **LaSabina Plus Size Bridal** reinforces the event's commitment to inclusivity and diversity. Dedicated to celebrating curves with confidence and style, the brand offers fashion-conscious designs that balance comfort, fit, and contemporary aesthetics, meeting the needs of a growing segment of the market.



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[European Bridal Week](#) once again confirms itself as a key international meeting point for heritage brands and modern bridal visions, where craftsmanship, innovation, and meaningful business connections come together.

Make sure to [register now](#) for [European Bridal Week](#) and don't miss out on voting for the [EBW Awards 2026](#) when [registering](#) for [EBW](#).



EUROPEAN
BRIDAL
WEEK

Because Passion Unites Us



EMBRACING
THE ARTISTRY
OF BRIDAL

28 - 30 March 2026
Messe Essen, Germany