

How EBW 2026 Inspires the Future of Bridal Design

EFFORTLESS LUXURY

LINA BECKER'S NEW TAKE ON BRIDAL

Taking place from 28 - 30 March 2026 at Messe Essen, Germany, [European Bridal Week](#) is shaping up to be the ultimate platform for innovation, craftsmanship, and the latest trends in bridal fashion. This 2026 edition promises even more opportunities for designers, buyers, and creative professionals to connect, share ideas, and discover the future of the bridal industry.

Exhibiting at [EBW](#) 2026, Lina Becker is immersed in designing their 2027 collection. We spoke with Hagen Lauckner, CFO of Lina Becker, about the new collection, the brand's signature, and the essential role of human creativity in the age of AI.



Lina Becker's 2027 collection is centred on the concept of "Effortless Luxury", expressed through flowing silhouettes, luxurious fabrics, and delicate lace details. As Hagen Lauckner explains, craftsmanship forms the heart of everything the brand does: *"Each seam, stitch, and cut tells a story of precision and devotion. It's the handmade touch that makes every dress truly unique."*

Every tiny, almost invisible finish is carefully considered, creating subtle elegance that defines the brand's signature style. While AI can assist in some processes, it cannot replace human intuition, with every fabric choice, lace detail, and design decision inspired by real stories and emotions. According to Hagen Lauckner, [EBW](#) itself remains a valuable source of inspiration, connecting designers, buyers, and creatives worldwide.



Visitors to [EBW](#) 2026 can look forward to gowns that are effortless, contemporary, and unmistakably unique – empowering every bride to feel entirely herself: "find your dress, be yourself".

[Click here, and discover the full interview with Hagen Lauckner](#) and explore more insights into the creative vision behind Lina Becker.

CELEBRATING THE FUTURE OF FASHION

With so many exclusive collections and industry leaders under one roof, [EBW](#) offers the perfect chance to discover new trends and establish meaningful business connections.

Mark your diary for 28 – 30 March 2026 and join us at [EBW](#) in Essen, Germany, celebrating the future of bridal fashion while ["Embracing The Artistry Of Bridal"](#).

