

European Bridal Week Launches New 2026 Campaign

# EMBRACING ARTISTRY

## EUROPEAN BRIDAL WEEK 2026 IS HERE

[European Bridal Week](#) is proud to unveil its 2026 campaign, kicking off the new season with a focus on the artistry, creativity, and elegance of bridal and fashion. The campaign “Embracing The Artistry Of Bridal” highlights bridal fashion as enchanting, epic, and expressive, emphasizing the emotional impact, storytelling, and craftsmanship that define the industry today. With the upcoming edition scheduled for 28 - 30 March 2026 at Messe Essen, Germany, [EBW](#) provides a platform where innovation meets tradition and artistry takes centre stage.



## YOU DON'T HAVE TO FIT INTO A FRAME



*“Bridal fashion is a form of artistry that tells stories, evokes emotions, and inspires creativity,”* says Siegrid Hampsink, Event Director of [European Bridal Week](#). *“Our [2026 campaign](#) embraces that artistry, celebrating designers’ creativity and offering visitors an experience that reflects the elegance, innovation, and expressive energy of the bridal industry. It also sends a clear message: in bridal fashion, you can be different; you don’t have to fit into a single frame. Inclusion, individuality, and personal expression are part of the artistry we celebrate.”*

## ENGAGE, COLLABORATE, AND DISCOVER

[EBW](#) continues to distinguish itself as more than just a trade show. With around 500 leading and emerging brands across two halls, this B2B event is a strategically curated platform for meaningful connections, allowing designers, retailers, and industry professionals to engage, collaborate, and discover new business opportunities. *“The [2026 campaign](#) reinforces [EBW](#)’s dedication to authenticity and insight, providing a window into the creativity, craft, and passion that shape contemporary bridal fashion,”* adds Siegrid Hampsink. *“And all of us at [European Bridal Week](#) are looking forward to welcoming you to Essen, Germany, on the last weekend in March 2026. Together with you, we are embracing the artistry of bridal.”*

