

Step Inside the EBW Fashion Shows 2026

EBW FASHION SHOWS

EXPERIENCE BRIDAL INNOVATION AT EBW 2026

[European Bridal Week](#), taking place from 28 – 30 March 2026 at Messe Essen, Germany, is thrilled to unveil the full agenda for its highly anticipated [EBW Fashion Shows](#), happening this Saturday and Sunday at 11:30 and 14:00.

This year, [EBW](#) introduces an exciting new [Fashion Show](#) concept: the runway is now at the centre of the audience, creating a multi-directional, immersive experience. Guests will enjoy unprecedented proximity to the dresses, observing fabrics, lace, silhouettes, and movement with exceptional clarity. Buyers gain a better understanding of the collections, enabling them to evaluate potential purchases more effectively.

FEATURED BRIDAL BRANDS



Saturday | 11:30

Sunday | 11:30

- Azuree Bridal
- Diane Legrand Bridal
- Limited by Bianco Evento
- Maggie Sottero
- Très Chic Bridal Wear

Saturday | 14:00

Sunday | 14:00

- Dama Couture
- Ellebeline
- Lilly
- Rebecca Ingram
- Sottero and Midgley



“Our goal is to bring fashion closer to buyers and allow everyone to appreciate the intricate details that make each dress unique,” says Siegrid Hamsink, Event Director of [EBW](#). “This new multi-directional runway format enhances the visitor experience while giving our brands a powerful platform to showcase creativity, craftsmanship, and vision.”

PLAN YOUR EBW EXPERIENCE

With [EBW](#) just around the corner, make sure you have everything ready for this coming weekend.

Check all Exhibiting Brands

Explore the full list of exhibitors and plan which collections you want to see.

EBW
BRAND
LIST

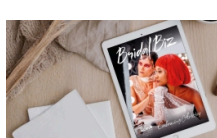
View the EBW Floorplan

Map out your visit to make the most of your time onsite and navigate the show efficiently.

EBW
FLOOR
PLAN

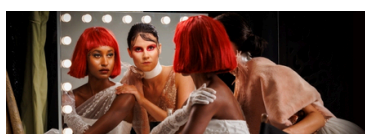
Don't miss your chance to witness the fashion and bridal collections for the 2027 season in a dynamic, contemporary, and unforgettable setting.

The [EBW Fashion Shows](#) are set to be the highlight of [European Bridal Week 2026](#)!



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OF BRIDAL

28 - 30 March 2026
Messe Essen, Germany