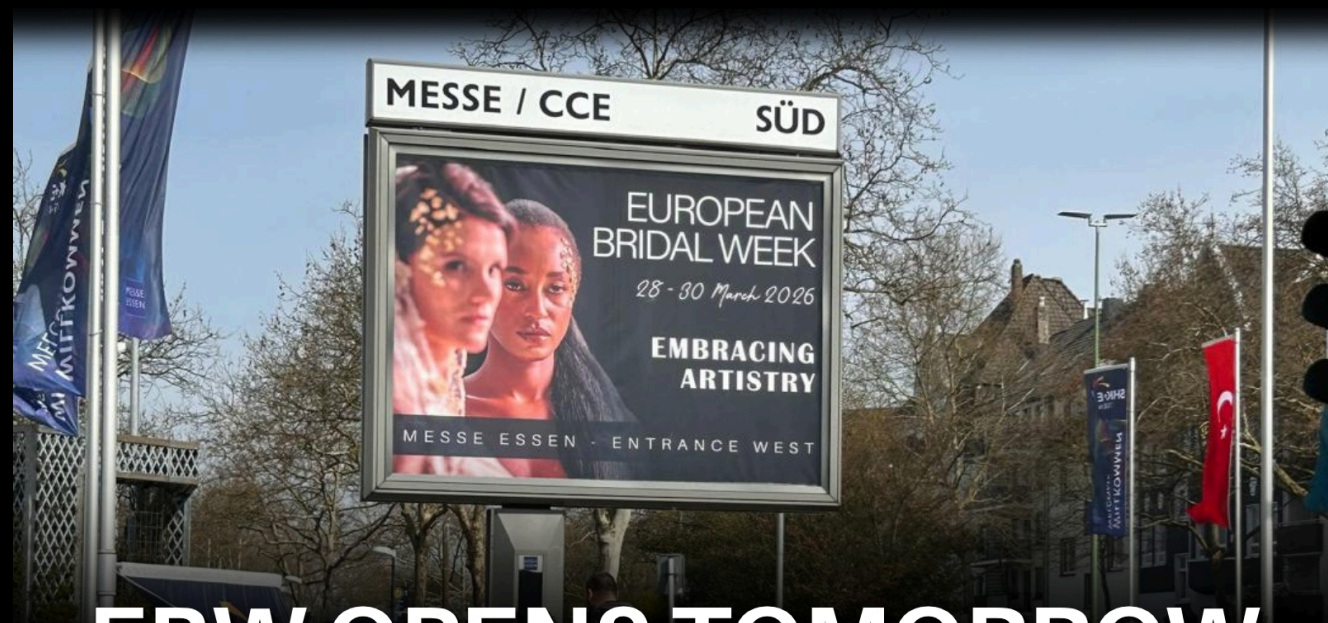


EBW 2026 Opens Tomorrow – Discover Madi Lane and More



EBW OPENS TOMORROW

NORTHERN EUROPE'S LARGEST B2B FASHION PLATFORM SHOWCASES THE TOP 2027 COLLECTIONS

Tomorrow, [European Bridal Week](#) 2026 opens its doors at Messe Essen, Germany, bringing together 500 leading bridal, evening, menswear, and children's brands from across Europe and beyond. As Northern Europe's largest B2B fashion trade show, [EBW](#) offers retailers, industry professionals, and visitors an exclusive first look at the 2027 collections and emerging trends shaping the international market.

MADI LANE: A DECADE OF MODERN ROMANCE

Madi Lane Bridal returns to [EBW](#) this year, celebrating its 10th anniversary with the launch of the Legacy Collection. Founded in 2016 on Australia's Gold Coast, the brand was born from listening to real brides, creating wedding dresses that feel lighter, inclusive, and reflective of the wearer's true self. Over the past decade, Madi Lane has grown into an internationally recognised label, stocked in more than 500 bridal stores across 30 countries, with hubs in Australia, the United States, the United Kingdom, and the Netherlands.



Named after Chief Creative Officer Liz Young's daughter, Madison Webster, the brand carries a personal legacy from the very start. Liz and her team design dresses that celebrate modern femininity, relaxed romance, and thoughtful detailing, combining comfort, movement, and elegance. Madison now works with her mother, adding fresh perspective while staying true to the brand's ethos of creativity, connection, and care.

The Legacy Collection highlights Madi Lane's craftsmanship, blending florals, draping, pleating, and soft glamour into gowns that fall with purpose. Each dress tells a story, honouring the past while embracing a new vision of beauty, confidence, and love. With over 256,000 brides dressed worldwide, Madi Lane remains a for-brides-first label, crafting dresses for life's most memorable moments and a legacy of modern romance.



[European Bridal Week](#) has been an important platform in Madi Lane's journey, allowing the brand to connect with European retailers, gain market insight, and share collections that resonate with brides across the continent. This anniversary year at [EBW](#) focuses on meaningful partnerships and delivering dresses that combine global design expertise with local bridal insight, making Madi Lane a must-see highlight for attendees.

WELL PREPARED FOR TOMORROW...

Fashion Shows at EBW

The [EBW Fashion Shows](#) feature a dynamic runway agenda that brings the latest bridal collections to life. Discover the [EBW Fashion Show](#) programme!

EBW
FASHION
SHOWS

Check all Exhibiting Brands

At [EBW](#), around 500 brands showcase bridal, evening, menswear, and children's fashion – plan ahead to see your favourites.

EBW
BRAND
LIST

Explore the EBW Floorplan

The [EBW floorplan](#) is designed to make your visit easy and efficient. Plan your route in advance to ensure you see all the collections and maximise your time onsite.

EBW
FLOOR
PLAN

Instagram Candy Bar & Q&A Sessions

Don't miss the [Instagram Candy Bar](#), a vibrant hub for capturing content and recharging devices at the power stations. Enjoy colourful sweets while connecting with fashion experts during [Q&A sessions](#), gaining insights into marketing and digital engagement strategies.

Q&A
TALKS AT
EBW



EUROPEAN
BRIDAL
WEEK
Because Passion Unites Us



EMBRACING
THE ARTISTRY
OF BRIDAL

28 - 30 March 2026
Messe Essen, Germany