



# EBW - A LOOK BACK

## WHERE PASSION UNITES AND BRIDAL MOVES FORWARD

European Bridal Week 2026 once again brought together the global bridal industry in Essen, Germany, creating a space defined by connection, exchange and shared momentum. Over the course of three days, brands, buyers and professionals from around the world came together to shape the future of bridal - together.

The atmosphere throughout the event was marked by openness, internationality and a strong sense of community. Personal encounters, meaningful conversations and new business opportunities once again confirmed EBW as a key meeting point within the global bridal calendar.

## VOICES FROM THE INDUSTRY



“European Bridal Week continues to be an incredibly important show for us to connect with both long-standing partners and new retailers. What we value most is the opportunity to engage in meaningful, in-person conversations and understand how we can best support our stores. The energy, organisation, and international reach of EBW make it a standout event each season.”  
Crystal Lu | Creative Director – Casablanca Bridal

“Winning the EBW Award again in 2026 means a lot to us, especially because it comes directly from within the industry and our customers. European Bridal Week is our most important platform to meet our clients from the DACH region and exchange ideas in a highly professional yet personal environment. What makes this event truly special is the passion, organisation, and energy of the entire team behind it.



We are proud to be part of this community and excited about what lies ahead.”

Christian Köhlert | CEO – Christian Koehlert



“We felt a really positive energy throughout the show this year. As a manufacturer, it’s always rewarding to spend time with our clients in person – listening, sharing, and building on the relationships that drive our business forward.”

Eleni Elias | Designer – Demetrios

“Thank you very much for hosting us at EBW! The German market is extremely important to us, and European Bridal Week in Essen is the most popular bridal fair. This was reflected in the number of visitors at our stand. We were also impressed by the excellent organisation and warm, welcoming atmosphere. It was a wonderful experience, and we very much look forward to participating again!”

Julia Sisnowska | Sales Manager – Elizabeth Passion



“My sincere thanks go to the EBW team at United Fairs for the excellent organisation of this year’s event. We were delighted to welcome a great number of both national and international trade visitors. I would also like to compliment the outstanding Awards event on Sunday evening, which was an absolute highlight and an exceptionally memorable experience.”

Attila Keszei | CEO – Manzetti Europe

## EBW – MOVING FORWARD TOGETHER

As the industry continues to evolve, European Bridal Week remains a place where ideas meet, relationships grow, and the future of bridal takes shape. Driven by a shared passion for craftsmanship, creativity and business, our bridal and fashion community continues to move the industry forward together.

**Save the Date**  
**European Bridal Week**  
**03 - 05 April 2027**  
**Essen, Germany**

We look forward to welcoming you back to continue the exchange and the collective momentum that defines our industry.

