

## **EARLY DELIVERIES ARE PARAMOUNT**

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### **Rosa Clara signs with European Bridal Week**

In that the world has changed in recent years, players in individual industries have had to re-think their strategies to combat the many challenges they are facing.

In the bridal and wedding sector, leading labels are taking a fresh approach to the way they do business and reach their target audiences. To many key brands, the need to establish new strategies is vital and that is seen in particular where and when new collections are shown.

One of Spain's most important design houses, Rosa Clara, whose wedding and eveningwear collections are sold across the globe, has now taken the decision that early deliveries into their network of stockists are paramount.

As a result, the brand will be joining forces with Northern Europe's biggest and most influential trade event where more than 500 collections are exhibited and visited by thousands of retailers from 48 countries. European Bridal Week, celebrating its 10th edition in April 13 - 15, is Rosa Clara's chosen showcase for its 2025 collections.

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Says José López, International Occasionwear Director: "The sheer size of the event and the quality of brands represented, mean that many retailers chose to do all their buying for the year over the three days of the Essen show. And that is a key advantage for the collections shown and the strengthening of supplier and customer relationships."

Pronovias, another of Spain's biggest players in the industry, has also chosen European Bridal Week, for its White One, St Patrick, Nicole, and Ladybird labels.

EUROPEAN BRIDAL WEEK | 13 - 15 APRIL 2024 | MESSE ESSEN,  
GERMANY

<https://www.europeanbridalweek.com>

**Editor's note:**

There is imagery associated with this press release. Please follow this link for downloading imagery:

<https://we.tl/t-n6xs5qh8Q2>

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