

*Gorgeous Gowns, Awesome Amenities,
Friendly Faces
Fall 2022 markets had it all!*

Fall 2022 Bridal Market season was extremely active, filled with deep buying, enthusiastic buyers, hot trends and outstanding amenities!

In between booth visits and fashion shows, buyers enjoyed delicious treats, various networking/educational opportunities, fun perks and catching up with industry friends.

Eye-catching styles adorned the showroom floors. For bridal, these included lots of lace and sparkle; clean, modern styles; interesting necklines; lots of slits and bigger sleeves. For prom, short dresses with open backs featuring lots of glitz and sparkle, many in iridescent colors, were extremely popular!

In general, the markets and manufacturers worked hard to create an exceptional experience for buyers, providing perks

like Instagram-worthy photo booths, some with props or 3D capabilities; informative educational seminars on topics ranging from digital marketing to boutique branding; mini cafes filled with sweet treats and custom cocktails; and, of course, knowledgeable, friendly staffs who went out of their way to showcase product, often with live models to give up-close-and-personal looks at gowns!

Issues mentioned by stores included full appointment books, overworked staffs and working with manufacturers on deliveries. Many bought deep in anticipation of delivery issues and everyone raved over gorgeous new styles! There was an overwhelming sense of enthusiasm. The one phrase most commonly overheard was some version of:

"It's so good to be back!!!"

Below is a compilation of some of the fashions, fun and friendly faces showcased at Fall 2022 Bridal Markets.

Enjoy!

Atlanta

VOW Bridal & Formal, Atlanta

VOW Bridal & Formal closed its first 2022 Atlanta market with its strongest-ever exhibitor participation and pre-COVID buyer attendance, welcoming retailers across all bridal and social occasion categories, April 12-14 at AmericasMart Atlanta.

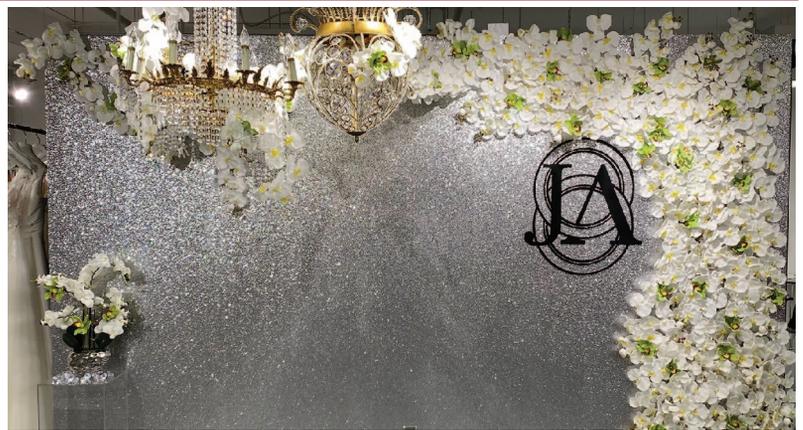
The VOW April 2022 Bridal Market, which ran concurrently with Atlanta Apparel's April market, welcomed attendees from 47 states, Washington DC and Puerto Rico, as well as 11 countries. It recorded year-over-year growth in two particular retailer categories: prom with 60% growth and bridal nearly 30%.

Attendees had access to more than 50 brands in showrooms and an additional 25+ temporary exhibitors. Bill Stryker, southeastern sales representative of Casablanca Bridal, was one of many exhibitors who noted an incredible April market that connected him with new business.

"About 10% of our business this market was new, and about a half dozen of those accounts are brand new and haven't opened their stores yet," said Stryker. "The best part of coming to Atlanta is meeting those new buyers, especially those who are ready to jump to bridal from ready-to-wear. When buyers in Atlanta find us, they usually end up writing orders."

VOW Bridal & Formal buyers filled the fashion theater on Wednesday evening for the first-ever VOW Live Model Presentation showcasing trends.

"Our Live Model Presentation enabled retailers to socialize and reconnect while previewing trends in bridal, mother-of-the-bride, flower girl and men's formal," said Morgan Ramage, Atlanta Apparel's fashion and events director. "We are excited to continue education on trends in a way that allows our attendees a chance to network while learning, especially as the social occasion industry makes its incredible comeback!"



Multiple fun photo walls adorned the market floor for buyers to snap Instagram-worthy pics. Shown: **Justin Alexander**



The **Blush Group's** dramatic and colorful collection showcased one of the hottest prom and homecoming trends: **SHORT!**



VOW Bridal & Formal's Live Model demo let retailers see gowns and trends up close and personal while networking with each other.



The Live Model Demo included a 3-D photobooth.



Holly modeling a new Aaron Michael design.



Bridal gowns were displayed in eye-catching and elegant ways throughout the market. Shown: **Casablanca**



Aaron Michael, competitor on Project Runway season 19, launched his new bridal line at VOW Bridal & Formal.



Angela & Alison



Buyers look at new designs from *Montage by Mon Cheri*.



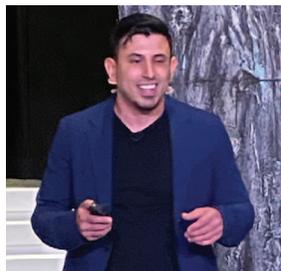
Madison James



Clarisse



New fall gown from *Mon Cheri Bridals*.



Bryan Lopez, CEO of *EverBride*, talks to bridal retailers about digital marketing during Lunch & Learn at Vow Bridal & Formal. His tip for evaluating the difficulty of your online booking process? "Have a kid try to book an appointment using your system. If they can do it, you're good. If not, re-evaluate the process."



Ashley Whitby (orange jacket) of *Monica Loretta* talks with buyers as *Sierra* models a lovely black gown in the background.



Allure Photo Wall



Sweet treats and custom cocktails from Sherry Hill.



Alyce Paris Photo Wall (with props)



Lots of sparkle from Paisley B Designs and the Edward Berger Collection.



Charles Campbell, co-owner of Sophia & Camilla with his wife, Tina, arranges the dress worn by Paris for a showing.



Jackie Deoleo-Thomas displays one of Maritza's Bridal Veils for buyers.