

BBEH The strength of the industry's leading event

2012 sees the 30th anniversary of the UK's largest bridal trade event, BBEH. This highly-respected bi-annual exhibition which today covers six halls of the Harrogate International Centre as well as surrounding hotels, is the key event of the bridal buying year, bringing together some of the biggest international manufacturers as well as smaller suppliers who have created a particular niche in the bridal marketplace.

According to long-time exhibitor, Barry Waterman of Ellis Bridals: *"Ellis has supported Harrogate from its inception. It is the only bridal show in the UK that we will exhibit at in 2012. It is the core arena for doing business with our customers in an enjoyable atmosphere."*

In excess of 450 collections choose BBEH as their primary exhibition platform, aware that the March and September shows consistently attract the highest possible number of visitors not just from across the UK, but from across the globe. Close to 4,000 retailers return to Harrogate every year to see the newest ranges in bridalwear, men's formalwear, occasionwear, accessories and specialist bridal products.

Vivien Felstein of Veromia comments: *"Veromia give their 100% support for BBEH. We feel that Harrogate BBE is a perfect stage for the biggest bridal exhibition in Europe. It is a great venue with good hotels and restaurants and epitomizes all that is good within the Bridal industry. Veromia loves BBEH."*

March BBEH, the very first show of the year, is escalating in importance as it affords retailers the opportunity to order early and be assured of pre-Christmas deliveries. Timing is crucial today many manufacturers source production in the Far East where changes in delivery schedules have resulted in longer lead times another reason why BBEH is top of the shopping list for every retailer who deals in top manufacturer labels.

Some of the important names exhibiting at the 2012 shows include: Alfred Sung, Amanda Wyatt, Benjamin Roberts, Cameron Ross, Dessy, Elizabeth Dickens, Ellis Bridal, Emmerling, Eternity, Heirloom Waistcoats, JLM, Maggie Sottero, Mori Lee, Richard Designs, Romantica, Ronald Joyce, Sincerity, Torre, Venus Bridal, Veromia, and many more.

Said Karen Taft of Benjamin Roberts: *"We will be showing at BBEH twice a year at The Cairn Hotel .Benjamin Roberts LOVES showing at Harrogate and particularly up at The Cairn. We will bring our existing collections in March and promote the best sellers that so many stores often miss! We shall also indulge in the Gorgeous with Curves Collection that has enjoyed so much recognition and subsequent orders. In September, we shall be bringing the full collections from Benjamin Roberts for 2013 and enjoying the bubbly atmosphere that BBEH brings. Hope to see you there!"*

As well as the key labels, BBEH showcases daily catwalk performances with pre-show drinks receptions, and stages business seminars, the subject matter of which is selected in advance by retailers themselves. The exhibition also works closely with the trade bodies that look after supplier and retailer interests. The British Bridalwear Association (BBA) has already stated that of the major UK shows, it is only supporting BBEH from 2012, recognising its strengths and heralding its professionalism, and the Retail Bridal Association (RBA) has long encouraged shops to focus their buying attention on the two annual Harrogate events. Both BIS and BBRA (British Bridal Retailers Association) are fully supporting BBEH.

"Amanda Wyatt will be showing collections from its extensive portfolio that now includes bridalwear, prom, bridesmaids, and accessories. As a key player in the market it is critical that Amanda Wyatt has presence at the trade shows that we feel are right for our brands and BBEH March and September shows are included," says Amanda Wyatt.

Ocean Media has a big and impressive portfolio with bridal (trade) and wedding (consumer) shows across the UK and Europe. The company is in constant contact with the retail industry with its highly-respected, authoritative magazine, *Bridal Buyer*, and its 24-hour news-delivery website bridalbuyer.com. Ocean Media's comprehensive database, collated and maintained through its international publishing, exhibitions and website interests, enables them to ensure they are attracting the right people to their events.

The new BBEH website will go live this at the end of this week but visitors can pre-register now at www.bbeh.co.uk.

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