



Naples

7/9 June
2025

MED *Italy*

Evening Dress Makers Exhibition

In 2025, there will be two
key moments to present your
ceremony collections...

www.med-italy.com

...offering unprecedented
visibility and business
opportunities



MED *Italy*

Evening Dress Makers Exhibition
SHOW ROOM

Bologna

29 June / 1 July
2025

MED ITALY III EDITION

In **Naples**, the epicenter of the ceremony sector and a central point of our beautiful country, **easily accessible from all parts of the Mediterranean** and beyond, the third edition of Med Italy will take place from June 7-9.

Naples, the fashion capital of Southern Italy, represents **70% of ceremony dress sales**. After just two editions, Med Italy has positioned itself as the top choice for buyers to discover new ceremony dress collections.

The third edition will have an international focus thanks to the agreement with the European Fashion Council. Designers and buyers from over 20 European countries will be present at Med Italy.



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*European
Fashion Council*

A MANIFESTATION INCREASINGLY INTERNATIONAL



MED ITALY SHOW ROOM

BOLOGNA 30 JUNE – 1 JULY 2025



Easy to Reach: A Strategic City

The Bologna Congress Center is located within the Bologna exhibition center, one of the most important and well-known in Italy.

Bologna represents the most important railway and highway hub in Italy with a central position in Europe. It has always been a natural crossroads between past and present, between business and pleasure, between Italy and Europe.





It is the new format that will be inaugurated in 2025. Is the new collection delayed or do you want to reach customers in Northern Italy? Med Italy Showroom is the ideal solution.

A reserved room to be able to show the collection to those who were unable to see it in Naples during Med Italy.

**MED ITALY
SHOWROOM:
THE SOLUTION
TO REACH CUSTOMERS
OF NORTHERN ITALY**

SHOW ROOM PRIVATE

Is your new collection delayed, or do you want to reach clients in Northern Italy? Med Italy Showroom is the ideal solution. A reserved room to showcase the collection to those who couldn't see it in Naples during Med Italy. Thanks to Med Italy Showroom, it will be possible to reserve an **exclusive room to showcase collections** to clients who did not have the opportunity to see them during Med Italy in Naples.

This dedicated space will create an intimate and personalized environment, ideal for highlighting the details and quality of the collections, ensuring a unique and tailor-made experience for each client.



SOUTH AND NORTH ITALY WITH MED ITALY IN TOUCH WITH CLIENTS

With Med Italy Showroom, companies will have the opportunity to strengthen their presence in the Northern Italy market, maintaining a direct and privileged contact with their clients, and consequently increasing the visibility and success of their collections.



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FOR INFORMATION
ON HOW TO PARTICIPATE
AND TO REQUEST
AN EXHIBITION SPACE:

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