

Bridex exhibits magnificent multicultural bridal splendour in Gauteng and Cape Town

Bridex SA, clearly recognised as South Africa's premier bridal exhibition, was selected last week by the Exhibition Association of Southern Africa, as the exhibition industry's overall winner in the Consumer 2000-4000m² category.

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The only Bridal exhibition in S.A. to carry official ABC audited visitorship figures; Bridex takes the next step delivering the perfect partnership, as dates are confirmed for the launch of Bridex Cape Town in 2004.

Bridex will deliver weddings of the world to the doorstep of Gauteng at Gallagher Estate on 29 and 30 May as Bridex Cape Town makes its debut in September 2004.

"Bridex Cape Town will be launched at the Cape Town International Conference Centre on 18 and 19 September 2004", confirmed Dee Reuvers, Managing Director of NichePro (Pty) Ltd, co-owner and organiser of Bridex. Once again setting a precedent in its industry, Bridex will be the first National bridal exhibition in South Africa.

Bridex SA 2003 was a breathtaking collaboration, showcasing the wares and services of South Africa's top bridal suppliers and service providers. The 2004 exhibitions will embrace and represent the myriad of cultures that constitute our mixing pot society, together with contributions by leading international suppliers, retailers and manufacturers.

As South Africa re-integrates into the global community, Bridex 2004 promises to be a unique delivery of local bridal wares at international standards, and a delivery of international bridal wares, locally. From international fabrics to ethnic accessories, you can look forward to the most diverse selection of everything you will need to make your wedding fantasies a reality.

Planning is underway to once again showcase South Africa's leading fashion designers in a spectacular fashion extravaganza organised by the infamous Eleanor Ford. Proving to be one of the main draw cards of the 2003 exhibition, next year's show promises a seamless delivery of exquisite designs.

Industry leaders such as Eleanor Ford, Norman of The Boys, Julian of Julian Couturiers, Spero Villiotti and Marelize Boshoff of Immagika have committed to their continued support, and will undoubtedly make valuable contributions to the growth of Bridex in 2004, and in the years to come.

Bridex continues to recognise superb contributions from talented local designers, and will once again show its support for up and coming youngsters as it plays host to the annual Bridex Young Designer Award. This initiative is aimed at offering talented young designers with an opportunity to make their mark in South Africa's fashion arena. The theme for the 2004 competition is "Intercultural Bridal Fantasy"; entries for next year's competition are now open, and all aspiring young designers are invited to contact Eleanor Ford for more information.

As a further social responsibility initiative, Bridex has committed to contributing a portion of proceeds from the Opening Gala Event that will be attended by VIP's and Media, towards children's oncology treatment.

Tickets for this prestigious event are available from NichePro.

2004 Sees continued support and contribution by leaders in various industries, including Femme Bride, ar the new Femme African Bride title, as quarterly print media partner for the Gauteng exhibition. Beautiful Brides is delighted to have joined the partnership as print media partner for the Cape Town exhibition, and Bridex is currently negotiating with a top monthly publication for participation in 2004. In addition, national a regional radio stations are vying to be selected for partnership.

"We are excited by interest shown by various key media players. Their desire to be associated with the Bridex 2004 exhibitions is confirmation that we are leaders in the bridal exhibition industry, and we look forward to finalising mutually beneficial agreements that will ultimately enhance the Bridex offering", says Dee.

Other exciting developments include a "Village" that will facilitate participation by smaller designers and service providers, entertainment with a deliciously international flavour, enormous participation by Estee Lauder, including interactive workshops and make-overs, as well as the annual Gallagher Estate win a wedding competition for 2004. With an impressive ABC Audited visitorship figure, Bridex 2003 has laid fir foundations for delivery of a magical multicultural bridal fantasy in Gauteng and Cape Town in 2004.

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