



January/February 2011

National Bridal Market Chicago features special events

The National Bridal Market™ Chicago, the nation's largest and longest-running bridal market, features the Best of Bridal at The Merchandise Mart, April 3-5, 2011. This Market will bring buyers from across the United States top names in the industry, along with industry presentations, fashion shows and special amenities.

“The National Bridal Market Chicago offers the most complete selection of lines anywhere in the U.S.,” said Susan McCullough, senior vice president of apparel, MMPI. “The Chicago Market is the place to tap into the latest trends and to experience unmatched special events and amenities.”

Market highlights include a 15-minute “how to” *Maximize Your Shopping Experience* seminar; the “Bridal at It's Best” Fashion Show & Market Party; and a seminar entitled “*How to Court Brides Using Social Media*.” The National Bridal Market Chicago is open to the retail trade only. View attendee requirements and pre-register at www.nationalbridalmarket.com.