

National Bridal Market Chicago hosts strong October Market

The National Bridal Market™ Chicago took place Oct. 2-5, 2010 at The Merchandise Mart, Chicago. The market was a success, showcasing an extensive array of the bridal industry's most important names and brands. Buyers from across the United States and around-the-world attended the market.

The Market offered buyers an array of market events, beginning with the "Bridal Illusions" Market Party and Fashion Show, which featured this year's latest trends in all categories. Also, the "Prom-tastic" fashion show highlighted prom resources on the runway.

New to the market was "A Night at the DEBI's", held Oct. 4, where the DEBI Hall of Fame debuted. The Hall of Fame honored those who had won four or more awards in a single category over the years. Thirteen companies were inducted, including **Alfred Angelo, Alyce, Bel Aire, Bill Levkoff, Dyeables, JLM Couture, Jordan, Maggie Sottero, Mon Cheri, Mori Lee, Salon Shoes, Us Angels, and Watters.** The black tie event was held at the Field Museum and included an elegant dinner and Broadway entertainment inspired by *NINE*.

Retailers attended "How Social Media Impacts Your Business" on Monday morning. The seminar focused on aspects of social media that bridal retailers should utilize to improve their online presence.

The National Bridal Market Chicago is the nation's largest and longest-running bridal market. It features top manufacturers of bridal gowns, both moderate and designer, bridesmaid gowns and mother of the bride, flower girl, accessory, prom, quinceañera and special occasion resources.

The Chicago Market returns April 3-5, 2011, to the Merchandise Mart. For more information, visit www.nationalbridalmarket.com or call 800-677-6278 (MART).



Grace Young, Salon Shoes



Ventana Watters, Watters



Arthur Udell and Mary Hendricks, Mori Lee



Steve Lang, Mon Cheri



Jerry Pawlak, Alfred Angelo



Jean Paul Hamm, Alyce Designs



Andrew Buchbinder and Brett Levkoff, Bill Levkoff