



March/April 2010

Chicago market features special buyer events

Running March 21-23, 2010, at The Merchandise Mart, the **National Bridal Market™** Chicago will feature industry presentations, fashion shows and special amenities for buyers from across the United States.

The market also features top manufacturers of bridal gowns, both moder-

ate and designer, bridesmaids' gowns and mother of the bride, flower girl, accessory, prom, quinceañera and special-occasion resources.

"Chicago's Bridal Market has been successful over the years because it has delivered what buyers want – the industry's top lines in an easy to navigate atmosphere," said Susan McCullough, senior vice president of apparel for MMPI. "The Bridal Market also coincides with Stylemax, our woman's apparel and accessories show. Paired with this show, the Chicago Market offers buyers everything they need under one roof."

This year's market highlights include: A "how to" seminar highlighting the best way to navigate the show; "The Best of Bridal" market party & fashion show; and a seminar, "Navigating the New Economy," that focuses on maximizing your business in this difficult economy.