

iWS

İSTANBUL WEDDING SHOW

15-17 JANUARY 2027

İSTANBUL LÜTFİ KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTER





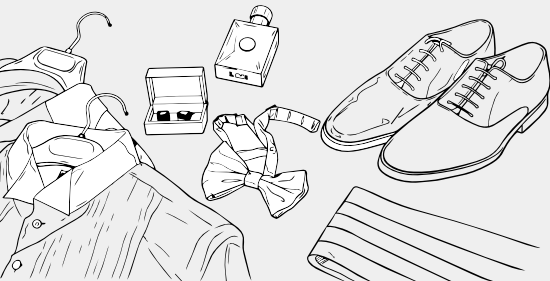
iWS - İstanbul Wedding Show is a distinguished platform that covers every stage of the wedding journey from beginning to end. Bringing together all the companies, brands, products, and services required for this special journey—from engagement and henna nights to wedding planning and honeymoon arrangements—the event offers a comprehensive ecosystem for both couples and



Taking place on **15–17 January 2027 at the İstanbul Lütfi Kırdar International Convention and Exhibition Center**, the show aims to establish a strong commercial network by gathering leading companies, designers, event organizers, and service providers of the wedding industry under one roof. With new season collection launches, concept experience areas, and a structure that fosters professional collaborations, İstanbul Wedding Show serves as a strategic meeting point for industry stakeholders. With its modern organizational infrastructure, central location, and high-quality visitor profile, the event offers an effective platform for brands seeking to enhance visibility, connect directly with decision-makers, and establish new business opportunities.

For couples, the show transforms into a trend hub, showcasing an extensive range of products and services.

***iWS - İstanbul Wedding Show** is an inspiring platform where new beginnings take shape.*



iWS - İstanbul Wedding Show in Numbers



WHY EXHIBIT?

iWS - İstanbul Wedding Show offers exhibitors the opportunity to:

- Establish direct and high-quality engagement with a target audience in the active decision-making phase,
- Strengthen brand positioning and reinforce a premium perception,
- Launch new season collections and services with strategic timing,
- Expand B2B networks and develop commercial partnerships,
- Gain insights into market dynamics and competitive landscape,
- Increase brand visibility through press, digital media, and social platforms.

iWS - İstanbul Wedding Show is not only a showcase platform, but also a commercial environment where meaningful connections turn into sales, brand positioning is strengthened, and long-term customer relationships begin.

Product & Service Categories

1

Bridal, Groom Wear & Occasion Fashion

- Bridal collections
- Haute couture bridal gowns
- Groom suits and tuxedos
- Evening and occasion dresses
- Bridesmaid dresses
- Bridal shoes
- Veils, tiaras, gloves
- Bridal robes and preparation sets



2

Jewelry & Accessories

- Wedding rings
- Engagement rings
- Diamond sets
- Solitaire collections
- Gold jewelry sets
- Bridal jewelry



3

Beauty & Care Services

- Bridal makeup services
- Hair styling
- Skincare programs
- Laser and hair removal services
- Medical aesthetic treatments
- Pre-wedding care packages
- Perfume and cosmetic products

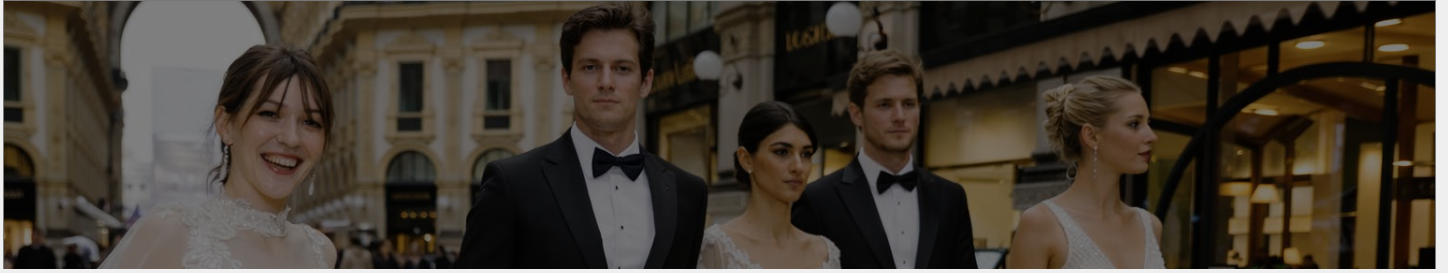


4

Event & Decoration

- Table styling concepts
- Floral designs
- Aisle decorations
- Ceremony table concepts
- Backdrop and stage designs
- Lighting and ambiance solutions
- Welcome boards
- Photo booth concepts





Henna Night Services

5

- Henna night concepts
- Stage and throne setups
- Traditional costumes and bindallı collections
- Bridesmaid kaftans
- Henna accessories (crowns, candles, trays, baskets)
- Henna organization packages
- Traditional & modern music teams
- Dance choreography
- Personalized henna gifts



Photography & Video

6

- Proposal photo & video shoots
- Engagement, henna & wedding shoots
- Wedding photography
- Wedding story films
- Drone filming
- Social media wedding content



Entertainment & Experience

7

- Live music performances
- DJ services
- Orchestra & stage music teams
- Bridal entrance and welcome music
- First dance choreography
- Professional dance shows
- Stage, light & sound systems
- Special performances & show concepts
- After-party entertainment





8

Invitations & Gifts

- Custom-designed invitations
- Digital invitation solutions
- Wedding favors
- Personalized gifts
- Bride & groom themed products



9

Home & Dowry

- Bedroom textiles
- Dinnerware
- Dowry sets
- Home decoration products
- Small home appliances
- White goods



10

Honeymoon Services

- Honeymoon packages
- Luxury resort stays
- International destination programs
- Cruise honeymoon tours
- Tailor-made travel planning



Visitor Profile

B2C – Consumer Visitors

1

Couples Preparing for Marriage

- Wedding planners
- Engagement, henna & proposal planners
- Those searching for bridal wear, jewelry, and vendors
- Couples planning honeymoon experiences
- Local and international destination wedding couples



2

Luxury Segment Consumers

- Haute couture bridal seekers
- Custom jewelry buyers
- Premium venue and concept wedding planners



Visitor Profile

B2B – Professional Visitors

1

Wedding & Event Professionals

- Event organizers
- Wedding planners
- Event agencies
- Concept designers



2

Procurement & Sourcing Professionals

- Hotel chains
- Luxury venues
- Catering companies
- Hair stylists
- Makeup artists
- Corporate event managers



3

Retailers & Distributors

- Bridal boutique owners
- Jewelry store owners
- Franchise investors
- International distributors



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CONTACT US!

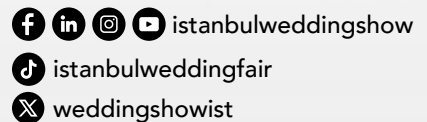
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ORGANIZER



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