

# iWS

İSTANBUL WEDDING SHOW

## 15-17 JANUARY 2027

İSTANBUL LUTFI KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTER



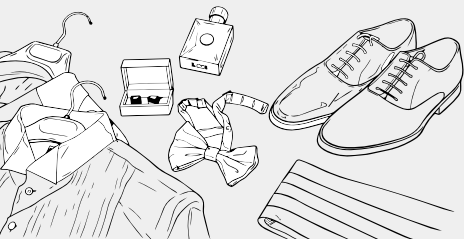


**iWS - İstanbul Wedding Show** is a distinguished platform that covers every stage of the wedding journey from beginning to end. Bringing together all the companies, brands, products, and services required for this special journey—from engagement and henna nights to wedding planning and honeymoon arrangements—the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



Taking place on **15–17 January 2027 at the İstanbul Lutfi Kirdar 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. To ensure a high-quality visitor experience, deliver exclusive event programming, and maintain the highest standards of comfort throughout the event, **iWS** will operate with a ticketed visitor admission system. Through this approach, visitors will have the opportunity to explore the exhibition floor, fashion shows, workshops, talks, and experiential zones in a more curated, exclusive, and comfortable environment, enhancing both engagement and overall event experience. 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.*



## The New Global Hub for Trade and Trends in the Wedding Industry: **iWS – İstanbul Wedding Show 2027**

**iWS – İstanbul Wedding Show** brings the global wedding industry together in **İstanbul**, offering brands far more than a traditional exhibition experience. As a strategic business platform, **iWS** provides direct sales opportunities, high-value business connections, and international visibility, enabling exhibitors to expand their market reach and strengthen their global presence. By convening key decision-makers, buyers, industry professionals, and trend-setting brands under one roof, **iWS** creates a dynamic business environment with strong commercial potential. This unique ecosystem not only supports market expansion but also helps brands establish a lasting position within the global wedding industry. To maximize exhibitor engagement and audience interaction, **iWS** features a range of integrated experience-driven platforms:

- **Fashion Shows:** New season collection launches and trend-setting runway presentations.
- **Workshops:** Interactive, experience-focused sessions designed to increase visitor engagement.
- **Presentations & Panels:** Insightful content and knowledge-sharing opportunities led by industry experts and thought leaders.
- **Stage Performances:** High-impact brand activations designed to enhance visibility and audience reach.
- **Interviews & Talks:** Content creation opportunities that generate media exposure and strengthen PR value.
- **Giveaways & Promotional Campaigns:** Engagement-driven activations that increase visitor traffic and brand interaction.
- **B2B Meeting Areas:** Dedicated spaces for direct business meetings, sourcing opportunities, and partnership development.
- **VIP Lounge:** An exclusive networking environment offering premium hospitality and access to high-profile industry guests.

Through this comprehensive structure, **iWS** positions itself not merely as an exhibition, but as a high-impact trade and trend hub where brands actively generate sales, develop new business opportunities, and strengthen their market positioning on a global scale.

**Take your business to the heart of the global wedding industry.  
Join iWS – İstanbul Wedding Show 2027.**



# İWS – İSTANBUL WEDDING SHOW EVENT PROGRAM

| Section                                                                                                              | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Fashion Shows</b>               | <ul style="list-style-type: none"> <li>• Opening Solo Fashion Show (Before the First Day Gala Night)</li> <li>• Mixed Fashion Show</li> </ul>                                                                                                                                                                                                                                                                                                                           |
|  <b>Workshops</b>                   | <ul style="list-style-type: none"> <li>• DIY (Do It Yourself): Create Your Own Signature Love Fragrance</li> <li>• DIY (Do It Yourself): Create Your Own Special Day Decorations (Flowers, Wedding Favors, etc.)</li> <li>• Bridal Cake Workshop: The Art of Wedding Cakes</li> <li>• Secrets of Dream Wedding Photography</li> </ul>                                                                                                                                   |
|  <b>Wedding Talks</b>             |  Interior Design & Home Decoration                                                                                                                                                                                                                                                                                                                                                     |
|                                                                                                                      |  Beauty, Wellness & Health                                                                                                                                                                                                                                                                                                                                                            |
|                                                                                                                      |  Healthy Living                                                                                                                                                                                                                                                                                                                                                                      |
|                                                                                                                      |  Psychology & Relationship Management                                                                                                                                                                                                                                                                                                                                                |
|                                                                                                                      |  Astrology                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                                      |  Industry Talks                                                                                                                                                                                                                                                                                                                                                                      |
|                                                                                                                      |  Celebrity Couples Talk                                                                                                                                                                                                                                                                                                                                                              |
|  <b>Show</b>                      | <b>Hair &amp; Makeup</b> <ul style="list-style-type: none"> <li>• Bridal Hair Trends (Updos, Natural Waves, Modern Bridal Looks)</li> <li>• Groom Styling Trends</li> <li>• Makeup Trends for 2027 (Soft Glam, Clean Beauty)</li> <li>• Live Hair Styling Demonstration</li> <li>• Bridal Makeup Trends for 2027 (Soft Glam, Clean Beauty)</li> <li>• Before &amp; After Bridal Transformation Stage</li> <li>• Wedding Aesthetics: Hair &amp; Makeup Trends</li> </ul> |
|                                                                                                                      |  <b>Stage Shows</b> <ul style="list-style-type: none"> <li>• Live Wedding Choreography: First Dance Experience</li> <li>• An Emotional Wedding Story with Music &amp; Lights</li> </ul>                                                                                                                                                                                              |
|  <b>Giveaways &amp; Campaigns</b> | <ul style="list-style-type: none"> <li>• Honeymoon Vacation Giveaway</li> <li>• Chance to Win a Complete Wedding Package</li> <li>• Bridal &amp; Groom Accessories Gift Campaign</li> <li>• Home Setup Package Giveaway</li> </ul>                                                                                                                                                                                                                                      |
|  <b>B2B Meeting Areas</b>         | <ul style="list-style-type: none"> <li>• International Distribution Meetings for Brands</li> <li>• Wedding Planner &amp; Venue Partnership Meetings</li> <li>• New Collection Launch &amp; Buyer Meetings</li> <li>• Franchise &amp; Investor Networking Meetings</li> </ul>                                                                                                                                                                                            |

## 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

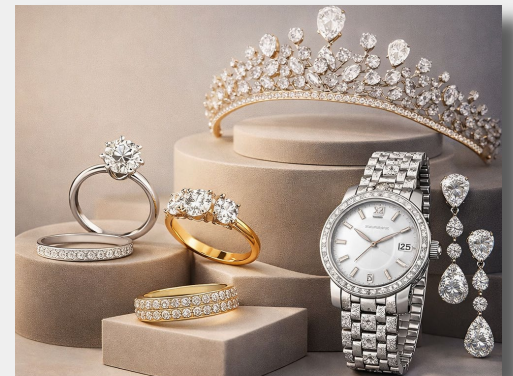
- Bridal collections
- Haute couture bridal gowns
- Groom suits and tuxedos
- Evening and occasion dresses
- Bridesmaid dresses
- Bridal shoes
- Veils, tiaras, gloves
- Bridal robes and preparation sets



2

### Jewelry & Accessories

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



3

### Beauty & Care Services

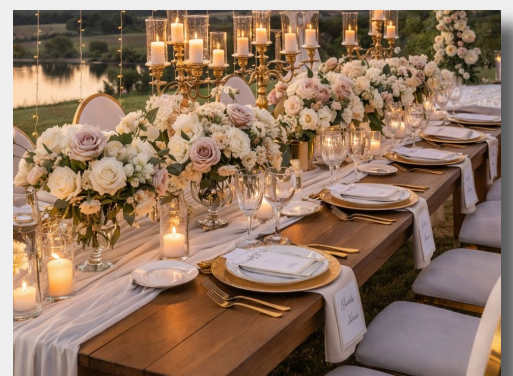
- Bridal makeup services
- Hair styling
- Skincare programs
- Laser and hair removal services
- Medical aesthetic treatments
- Pre-wedding care packages
- Perfume and cosmetic products

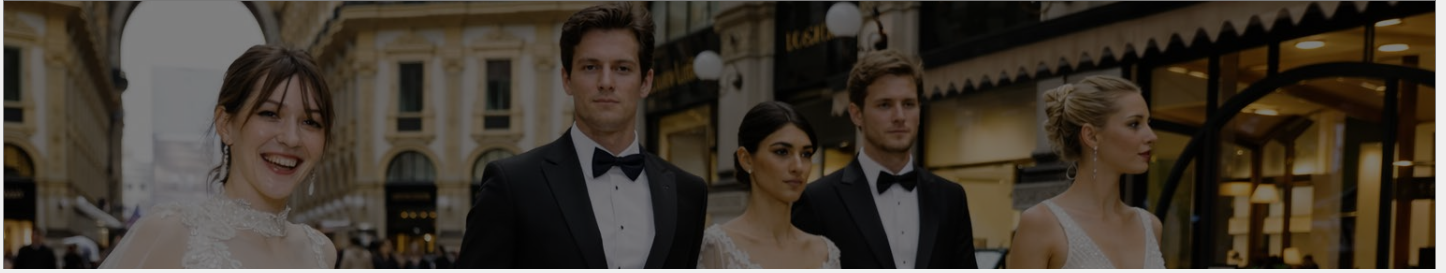


4

### 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



# iws

İSTANBUL WEDDING SHOW

## 15-17 JANUARY 2027

ISTANBUL LUTFI KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTER



CONTACT US!

[marketing@tgexpo.com](mailto:marketing@tgexpo.com)

FOLLOW US!

[www.istanbulweddingshow.com](http://www.istanbulweddingshow.com)

[info@istanbulweddingshow.com](mailto:info@istanbulweddingshow.com)

[f](https://www.facebook.com/istanbulweddingshow) [in](https://www.linkedin.com/company/istanbulweddingshow) [ig](https://www.instagram.com/istanbulweddingshow) [yt](https://www.youtube.com/channel/UC...) [istanbulweddingshow](https://www.youtube.com/channel/UC...)

[istanbulweddingfair](https://www.youtube.com/channel/UC...)

[weddingshowist](https://www.youtube.com/channel/UC...)

ORGANISER



VENUE



İstanbul  
Lütfi Kırdar  
ICEC

Uluslararası Kongre  
ve Sergi Sarayı  
International Convention  
& Exhibition Centre