

# SOCIAL MEDIA GUIDELINES

## ABOUT BARCELONA BRIDAL FASHION WEEK

Barcelona Bridal Fashion Week is the only event that brings together the entire bridal ecosystem at the same time and place for 5 days (Fashion Shows and Trade Show). It is our ability to concentrate passion, creativity and business, setting fashion at the center, which has consolidated us as the reference event in the world.

[Fashion Shows](#) (19-22 April): The magic of the catwalk is transformed into commercial opportunities in our direct sales space. From April 21 to 23, the main national and international brands will set the course for bridal fashion in Barcelona.

[Trade Show](#) (21-23 April): More than 30 national and international designers will present their new 2024 collections for the first time on our catwalk. Don't miss any detail, you can follow them all from our streaming website.

Barcelona Bridal Night: The Barcelona Bridal Night is the gala night of the bridal universe, where you live exclusively, the parade of a renowned guest designer.

[Barcelona Bridal & Fashion Awards](#): This year, for the first time, we will celebrate the Barcelona Bridal & Fashion Awards on the night of Saturday, April 22. Our nominating committee will select the 10 finalists for each category and the jury will decide the winner of each category.

The categories that we will award will be:

1. Best Wedding Dress
2. Best Party Dress
3. Best Bridal Collection
4. Best Groom Collection
5. Best Evening/Cocktail Collection
6. Best Campaign Image
7. Honorary Lifetime Achievement Award
8. New Talent Honorary Award

## SOCIAL NETWORKS - BBFW

You can find the latest news regarding the event on the following social networks:

- [Instagram](#) (@barcelonabridalfashionweek\_) – 66,9K followers
- [Facebook](#) (Barcelona Bridal Fashion Week) – 43K followers
- [Tiktok](#) (@barcelonabridalweek) – 5K followers
- [Twitter](#) (@BridalBcnFW) – 5,9K followers
- [Linkedin](#) (Barcelona Bridal Fashion Week) – 1K followers
- [Pinterest](#) (@BarcelonaBridalFashionWeek) – 2,9K followers
- [Youtube](#) (@BarcelonaBridalFashionWeek) – 1,1K followers

In addition, we will be posting regularly including the hashtag #BBFW23 and #BarcelonaBridalFashionWeek with key content and information so you don't miss any details.

## WHAT CAN I DO

In all posts related to the event you can tag our main account of each social network (mentioned above) and you can also use our hashtags: #BBFW #bridal #bridalfashion #bcnbridalfashionweek

### [Graphic Material](#)

On the [following link](#) you can find all the graphic material of the show, as well as our logo, poster and banners of the 2023 edition:

All this material may be used if its content is not modified or altered.

## EXAMPLES

See you between the 21st and 23rd at @barcelonabridalfashionweek\_, the leading international bridal event! Come and see our last news at our stand XXX, we are waiting for you. #BarcelonaBridalFashionWeek #BBFW23 #RISE

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Getting ready for @barcelonabridalfashionweek\_ with the best products of @sponsorname #BarcelonaBridalFashionWeek #BBFW23 #RISE #Sponsorhashtag #backstage

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We are ready to see the latest bridal fashion trends at @barcelonabridalfashionweek\_. Looking forward to discover the products of all the brands! #BarcelonaBridalFashionWeek #BBFW23 #RISE #TradeShow

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Very excited to toast another year with @barcelonabridalfashionweek\_. Don't forget to visit us to celebrate the success of this edition. #BarcelonaBridalFashionWeek #BBFW23 #RISE #Sponsors

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A day to remember! Thank you so much to our team and @barcelonabridalfashionweek\_ for this magical experience, it was an amazing fashion show #BarcelonaBridalFashionWeek #BBFW23 #RISE #FashionShow.

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It has been a real pleasure to be able to attend the first awards ceremony, Barcelona Bridal & Fashion Awards by @barcelonabridalfashionweek\_ to recognize creativity and talent in the bridal industry. Congratulations to all the award winners. #BarcelonaBridalFashionWeek #BBFW23 #RISE #BarcelonaBridalFashionAwards

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