



From 23rd to 28th April 2019
www.barcelonabridalweek.com

Barcelona will once again become the global capital of bridal fashion

Valmont Barcelona Bridal Fashion Week, set to conquer the fashion industry at its biggest event

The fair devoted to bridal fashion will hold the biggest event in its history, focusing on creativity, talent and design as key innovation and internationalisation elements of the project, **which will once again bring together the market's leading** companies from home and abroad at the fashion show and trade fair.

With the presence of 35 companies at the fashion shows and more than 429 brands at the trade fair, 74% of them international companies from 34 countries, Valmont Barcelona Bridal Fashion Week, organised by Fira de Barcelona, will establish itself as the flagship international event and the global epicentre of bridal fashion. Thus, the fashion shows at VBBFW 2019 will set the trends for the coming season, with more than 900 dresses on display throughout the four days of the fashion show. The trade fair will then follow, opening its gates between 26th and 28th April to exhibit more than 28,000 garments for brides and grooms, cocktail dresses and evening wear in Halls 1 and 2 of the Montjuïc venue at Plaza de España in the city centre.

Estermaria Laruccia, the event's director, states: *"Today VBBFW is fashion, design, business, vitality, a mixture of cultures and international transactions. It's a catalyst of trends and a merger between tradition and innovation, it's the stage on which the main figures in the international industry meet to display, sell, purchase and above all, explain the fashion that will arrive in the coming months to win women's hearts all over the world".*

Marchesa, The Atelier and Zac Posen make their débuts at the event

In this regard, Valmont Barcelona Bridal Fashion Week will bring together the leading domestic and international companies and designers and, in addition to its more regulate exhibitors, it will welcome new brands taking part for the first time. These include Marchesa, the American brand founded by English designers Georgina Chapman and Keren Craig, The Atelier, one of the celebrities' favourites when it comes to stepping onto red carpets around the world, a Malaysian company which, since 2017, has employed Jimmy Choo, the footwear expert, as the creative director of its bridal collections, and Zac Posen, the renowned US designer and one of the stars of *Project Runway*, the successful TV show, who will showcase the latest bridal, cocktail and evening wear **creations** from his ZAC Zac Posen line.

429 brands, 74% of them international from 34 countries, will attend VBBFW 2019

The catwalk will host 35 companies' collections for the spring 2020 season

Marchesa, The Atelier and Zac Posen, among this year's new exhibitors

The trade show's new entries include Americans Maggie Sottero and Mori Lee, Flora from Israel, Aire Barcelona, Fely Campo, Beba's Closet, Sedomir Rodriguez de la Sierra and María Salas from Spain and the Bulgarian Julia Kontogruni. The exhibitors set to attend the trade fair for the first time include Sarah Nouri, Anne Barge, Casablanca and Savannah Miller, together with Italians Antonio Riva, one of the most prestigious global ambassadors of made in Italy fashion, Tosca, Maison Signore, Iris Noble and Valentini. As well as Sassi Holford from the United Kingdom, Flora from Israel and two new Australian brands: Rachel Gilbert and Leah Da Gloria, among many other firms from around the world.

The ELLE International Bridal Awards choose Barcelona

In the wake of the success of the last Elle International Bridal Awards, they will be held for the second consecutive year during VBBFW (Valmont Barcelona Bridal Fashion Week) at a ceremony in the evening of 27th April that will bring together designers, manufacturers, buyers, the media, digital influencers and operators from the industry in the Main Hall of the Historical Building of the University of Barcelona. Their aim is to consolidate and internationalise these awards that acknowledge excellence and creativity in the area of bridal fashion; they are organised by *Elle*, one of the largest networks in the world of fashion and lifestyle publications, with a presence in 46 countries. The winners in the 10 categories in 2018 included Carolina Herrera, Reem Acra, Viktor & Rolf Mariage, Carlo Pignatelli and Pronovias and Sophie et Voilà from Spain, among other companies.

Furthermore, in the evening of 23rd April VBBFW will give special recognition to journalist Jesús María Montes-Fernández, director of TVE's *Flash Moda* programme, for his 25 years' experience in the fashion world and, in particular, his constant support for the bridal industry.

Spanish bridal fashion consolidates its leadership

This year the fair will confirm its vocation as a hub for knowledge and the popularisation of the industry and present the study titled *Millennial and Gen Z brides: the bridal fashion sector in 2020*, written by IESE professor and fashion industry expert José Luis Nueno. According to the results of the report, the Spanish bridal dress sector is a leader in Europe and Spain is the second largest exporter in the world behind China. Alone it has a turnover of 860 million euros; if we add accessories, cocktail dresses, evening wear and footwear, the global turnover totals 1.35 billion euros, 105 million euros more than in 2016. The 730 companies that comprise it employ more than 13,400 people, who produced 841,489 wedding dresses in 2018, 11% more than in 2016. In addition, the data confirms the international dynamism of this area, which exports 74% of its production. The study also analyses the new consumption patterns established by Millennials and Gen Z, made up of people born since 1995. The two groups, digital natives who are constantly connected, are obliging the retail channel to evolve towards omni-channel.

VBBFW commits to design and innovation

For the first time VBBFW will take a step further in its commitment to design and innovation, which will feature not only on the catwalks and at the presentations of the collections, but also in all the areas that will host the different activities and events during this week devoted to bridal fashion. In this regard, The Reunión de Empresas de Diseño (Meeting of Design companies), or RED in its Spanish initials and VBBFW have joined forces to place value on design as a cultural vehicle and a driving force of innovation. The made in Spain design companies forming part of RED will provide decorative items such as lamps, furniture and textiles to create environments at VBBFW that convey creativity, charm and harmony, key factors in facilitating relationships, stimulating networking and promoting business. Furthermore, the IED (Istituto Europeo di Design) will deliver a workshop on innovation in the world of fashion at VBBFW, focusing on the merger between new technologies and artisan tradition when it comes to creating innovative fabrics and fashion items.

Valmont and the fair, a success partnership

VBBFW has changed its name this year as a result of a co-branding agreement with Valmont, the Swiss luxury cosmetic brand and one of the leading companies in the creation of beauty products. Under this partnership, the two key players, which share values such as creativity, art, innovation and beauty, will combine synergies so as to promote the bridal fashion industry, its internationalization and its reference platform.

Barcelona, 11th April 2019

Images available [here](#)

Fira de Barcelona Press - M^a Gloria Dilluvio - (+34) 93 233 21 72 - gdilluvio@firabarcelona.com

XXL Communication - Eva Martín - (+34) 93 452 65 00 - eva@xxlcomunicacion.com



From 23rd to 28th April 2019
www.barcelonabridalweek.com

Technical data sheet

Valmont Barcelona Bridal Fashion Week

Edition
29^a

Dates
Fashion Show: from 23rd to 26th April
Trade Fair: from 26th to 28th April

Trade Fair Schedule
26th and 27th April: from 10:00 AM to 7:00 PM.
28th April: from 10:00 AM to 6:00 PM.

Venue
Halls 1 and 2 – Montjuïc Venue – Fira de Barcelona

Frequency
Annual

Nature
Professional

Industries
Bridal dresses
Suits for grooms
Evening and cocktail dresses and evening wear
Communion dresses
Complements and accessories

Number of trade fair brands
429+

Number of fashion show brands
35+

Organised by
Fira de Barcelona

Director
Marta Raich

Headmistress
Estermaria Laruccia

Fira de Barcelona press contact
M^a Gloria Dilluvio
(+34) 93 233 21 72 – 609 73 47 70
gdlilluvio@firabarcelona.com

XXL press contact
Eva Martín
(+34) 93 452 65 00
eva@xxlcomunicacion.com

Website
www.barcelonabridalweek.com



From 23rd to 28th April 2019
www.barcelonabridalweek.com

Valmont Barcelona Bridal Fashion Week Trade Show

Venue: Hall 1, Fira de Barcelona's Montjuïc Venue

Tuesday, 23rd April 2019

12:00 PM: Jesús Peiró
1:30 PM: Cristina Tamborero - Fely Campo
4:00 PM: New Talent Show: Simone Marulli - Poesie Sposa - Mireia Balaguer - Lorena Panea - Olga Maciá
6:00 PM: Sedomir Rodríguez de la Sierra / María Salas
7:30 PM: Aire Barcelona

Wednesday, 24th April 2019

10:00 AM: The Atelier
11:30 AM: Sophie et Voilà Collection
1:00 PM: Carlo Pignatelli
5:00 PM: Isabel Sanchís
5:00 PM: Marylise & Rembo Styling
6:30 PM: Inmaculada García
8:30 PM: Marchesa** (*Barcelona Bridal Night, Royal Palace of Pedralbes, Avenida Diagonal, 686*)

Thursday, 25th April 2019

10:00 AM: Julia Kontogruni
11:30 AM: Isabel Zapardiez
1:00 PM: Rosa Clarà ** (*Llotja de Mar de Barcelona, Paseo de Isabel II, 1*)
3:00 PM: Esther Noriega – Beba's
4:30 PM: Cymbeline
5:00 PM: Marco y María
6:00 PM: Yolancris

Friday, 26th April 2019

9:30 AM: Mori Lee
10:30 AM: Ramón Sanjurjo
1:00 PM: Maggie Sotero
1:00 PM: Carla Ruiz
3:00 PM: Demetrios
4:30 PM: Sonia Peña
5:30 PM: Randy Fenoli
8:00 PM: Pronovias ** (*Italian Hall - Plaza de Carles Buigas s/n*)

*****Important Information on accreditation for fashion shows***

Journalists with accreditation for VBBFW will have free admission to all the fashion shows, except for those featuring Marchesa, Rosa Clarà and Pronovias set to take place outside Hall 1 of the Montjuïc venue, for which direct invitations/accreditations from the designers will be required.

Press contacts:

Marchesa: Eva Martín, XXL Comunicación, eva@xxlcomunicacion.com

Rosa Clarà: Yolanda Morea, y.morea@exponovias.es

Pronovias: National Press: Patricia Ribes, patricia.ribes@equiposingular.com; Press international: Clara Enrich, clara.enrich@pronovias.es



From 23rd to 28th April 2019
www.barcelonabridalweek.com

Valmont Barcelona Bridal Fashion Week Trade Show

Venue: Hall 1, Fira de Barcelona's Montjuïc Venue

Tuesday, 23rd April 2019

12:00 PM: Jesús Peiró
1:30 PM: Cristina Tamborero - Fely Campo
4:00 PM: New Talent Show: Simone Marulli - Poesie Sposa - Mireia Balaguer - Lorena Panea - Olga Maciá
6:00 PM: Sedomir Rodríguez de la Sierra / María Salas
7:30 PM: Aire Barcelona

Wednesday, 24th April 2019

10:00 AM: The Atelier
11:30 AM: Sophie et Voilà Collection
1:00 PM: Carlo Pignatelli
5:00 PM: Isabel Sanchís
5:00 PM: Marylise & Rembo Styling
6:30 PM: Inmaculada García
8:30 PM: Marchesa** (*Barcelona Bridal Night, Royal Palace of Pedralbes, Avenida Diagonal, 686*)

Thursday, 25th April 2019

10:00 AM: Julia Kontogruni
11:30 AM: Isabel Zapardiez
1:00 PM: Rosa Clarà ** (*Llotja de Mar de Barcelona, Paseo de Isabel II, 1*)
3:00 PM: Esther Noriega – Beba's
4:30 PM: Cymbeline
5:00 PM: Marco y María
6:00 PM: Yolancris

Friday, 26th April 2019

9:30 AM: Mori Lee
10:30 AM: Ramón Sanjurjo
1:00 PM: Maggie Sotero
1:00 PM: Carla Ruiz
3:00 PM: Demetrios
4:30 PM: Sonia Peña
5:30 PM: Randy Fenoli
8:00 PM: Pronovias ** (*Italian Hall - Plaza de Carles Buigas s/n*)

*****Important Information on accreditation for fashion shows***

Journalists with accreditation for VBBFW will have free admission to all the fashion shows, except for those featuring Marchesa, Rosa Clarà and Pronovias set to take place outside Hall 1 of the Montjuïc venue, for which direct invitations/accreditations from the designers will be required.

Press contacts:

Marchesa: Eva Martín, XXL Comunicación, eva@xxlcomunicacion.com

Rosa Clará: Yolanda Morea, y.morea@exponovias.es

Pronovias: National Press: Patricia Ribes, patricia.ribes@equiposingular.com; Press international: Clara Enrich, clara.enrich@pronovias.es



From 23rd to 28th April 2019
www.barcelonabridalweek.com

74% of the participating firms are from abroad

Record number of brands at the Valmont Barcelona Bridal Fashion Week event

The VBBFW (Valmont Barcelona Bridal Fashion Week) trade fair has once again put up its “sold out” sign, with 429 brands having confirmed their attendance at what is set to be the largest event so far. These results reaffirm the upward trend of the VBBFW trade fair, which, after five years of sustained growth, will see a 13% rise in the number of participating brands. International firms will account for 74% of the total, confirming the event, organised by Fira de Barcelona, as a global benchmark and an international business hub in its speciality.

Valmont Barcelona Bridal Fashion Week's trade fair will host 429 brands, a figure representing an increase of 13% compared to 2018. The fair, which put up its sold out sign three months in advance, will also see an increase in the number of international firms, set to account for 74% of the total, a figure six per cent higher than last year. The firms come mainly from 34 countries, particularly the UK, United States, Italy, Holland, Germany, Turkey, France, Portugal, Belgium, Poland, Lebanon, Israel and Ukraine among others.

These include Marchesa from the United States, one of the favourites of celebrities on red carpets throughout the world, and The Atelier from Malaysia, whose creative director is Jimmy Choo, the footwear expert and successful businessman. In 2017, the designer took over the helm of creativity of The Atelier Couture, which will present its new collection of *haute couture* wedding dresses on the Trade Show and at the trade fair at VBBFW 2019. Another new exhibitor at VBBFW will be Zac Posen, a well-known designer from the United States who presented his first bridal collection in 2014; this year he will debut at the Barcelona event with his brand called ZAC Zac Posen and exhibit his latest bridal, cocktail and evening wear fashion creations.

The United States will also be represented at the fair by leading firms such as Justin Alexander, Morilee, Theia, Demetrios, Enzoani, Allure, Badgley Mischka, Hayley Paige, JLM Group, Lazaro, Maggie Sottero and Randy Fenoli, the designer who appears on the *Say Yes to the Dress* TV show, as well as Sareh Nouri, Anne Barge, Casablanca, Sherri Hill and Savannah Miller, who'll visit the event for the first time.

The returning Italians include Peter Langner, Carlo Pignatelli and Nicole Milano while Antonio Riva, one of the most prestigious ambassadors of *Made in Italy* fashion in the world and a well-established name not only in Italy but also in Russia, the United States and Japan will make his début.

The VBBFW trade fair enhances its status as an international business hub with 429 brands, 74% of them from 34 countries

Marchesa, The Atelier and Zac Posen, among the new exhibitors this year

Tolentino Haute Hats, the celebrity hat-maker, will attend for the first time

Tosca, Maison Signore, Iris Noble, Giuseppe Papini and Valentini will also take part in the project for the first time.

As for the presence of companies from the United Kingdom, this year's exhibition will feature David Fielden, Catherine Deane and Caroline Castigliano, together with Sassi Holford. Marylise from Belgium, Cymbeline from France, Rhea Costa and Ersa Atelier from Romania and Saïd Kobeysi from Lebanon will all be back. Liz Martinez will return from Israel and Flora, the brand founded in 2010 by designer Rinat Asher, famous for her luxury dresses, will be on show for the first time. Finally, two new Australian brands: Rachel Gilbert and Leah Da Gloria.

The Spanish firms at VBBFW 2019 will include leading brands such as Pronovias, Rosa Clará, Jesús Peiró, Yolancris, Isabel Sanchís, Sophie et Voilà, Marco y María, Novia D'Art, Cortana, Beba's Closet, Tot Hom, Victoria (the work of Sevillian designer Vicky Martín Berrocal), the Higar Novias capsule collection created by Hannibal Laguna, Fely Campo, Sedomir Rodríguez de la Sierra, María Salas, Esther Noriega, Aire Barcelona, Inmaculada García, Sonia Peña and Carla Ruiz, among many others.

Among the new accessory firms, another Spanish company due to exhibit at the fair is Tolentino Haute Hats, the headwear atelier from Seville run by designers Manuel Carrión and Felipe Vivas, whose most loyal customers include Lady Gaga, Kim Kardashian and Madonna.

We should also mention the six new talent designers: Italians Simone Marulli and Poesia Sposa and Olga Maciá, Chiffon Atelier, Mireia Balaguer and Lorena Panea from Spain.

Buyers from 64 countries

The strategic buyers directly contacted by the organization of the fair that have confirmed their attendance include some of the leading stores in 64 countries, especially in Europe, the United States, China and Japan. With the above results, the forecasts are positive and VBBFW 2019 will once again focus the attention on professionals and the global fashion audience, consolidating Barcelona as one of the most important bridal and evening wear fashion capitals in the world.

Barcelona, 11th April 2019



From 23rd to 28th April 2019
www.barcelonabridalweek.com

Georgina Chapman and Keren Craig will present their bridal line on the trade show for the first time in Europe

Marchesa will present its Spring 2020 bridal collection at VBBFW

Marchesa, one of the most glamorous and revered names in international fashion, has chosen the world's leading trade fair in bridal and evening wear, Valmont Barcelona Bridal Fashion Week (VBBFW) 2019, for the exclusive presentation of their Marchesa Bridal Couture for Spring 2020 along with a selection of evening dresses. It will be the first fashion show in Europe for the bridal line of the company which, founded in 2004 by designers Georgina Chapman and Keren Craig, has recently dressed stars such as Viola Davis, Sofia Vergara, Blake Lively, Priyanka Chopra, Gwen Stefani, Rita Ora, Kate Perry, Scarlett Johansson, Cindy Crawford and Paz Vega in their appearances on the red carpet.

The brand's English founders Georgina Chapman and Keren Craig both studied at the Chelsea College of Art and Design in London, where they met. In 2004 they became partners and launched their own brand, which they named Marchesa, in honour of the eccentric Italian aristocrat Marchesa Luisa Casati, a true celebrity of the early 20th century. The designers have chosen Valmont Barcelona Bridal Fashion Week to unveil their Marchesa Bridal Couture Spring 2020 collection and a selection of evening dresses from their Ready to Wear line at a fashion show set to take place during Barcelona Bridal Night, the trade fair's gala evening that will be held on 24th April at the Royal Palace of Pedralbes.

Chapman and Craig are currently based in New York and in recent years their company has been one of the favourites of numerous celebrities such as Blake Lively, Nicole Richie, Cameron Diaz, Emily Blunt, Julianne Hough and models Rhea Durham and Petra Nemcova, who declared "Yes, I do" dressed by Marchesa. Actress Scarlett Johansson recently joined this long list on the occasion of the Met Gala in May 2018, as did Vanessa Hudgens at the première of her latest film last summer, as well as Cindy Crawford, who dazzled the audience with a black dress made by the company at the British Fashion Awards ceremony in London last December, and, more recently, Spanish actresses Silvia Abascal and Paz Vega during the presentations of the 2019 Goya Awards in February.

Chapman and Craig declare that they feel "very excited about presenting our Bridal Spring 2020 collection at Barcelona Bridal Fashion Week, thus having the opportunity and honour to exclusively unveil our creations during Barcelona Bridal Night in such a direct and intimate manner".

According to Estermaria Laruccia, director of VBBFW, "with Marchesa we take a further step in our commitment to fashion, design and creativity with an international impact, once again putting Barcelona in the focus of the world's attention. Being able to share our stage with Georgina and Karen means not only dedicating our energies to the fashion world, but also putting our faith in two women leading their brand and lives with courage and determination, and who continue developing a project with a great future ahead. Two professionals who have given their designs the perfect blend of sensuality and feminine strength so in vogue today. We're proud to add Marchesa to the impressive schedule of fashion shows at this year's VBBFW, which will once again be stunning".

Barcelona, 11th April 2019



From 23rd to 28th April 2019
www.barcelonabridalweek.com

Millennials and Gen Z promote new consumption formats

Spanish fashion seduces the global bridal industry

Spanish bridal fashion strides boldly around the world. With a turnover of 860 million euros and its status as the second-largest exporting country behind China, it is reaffirming its role as a global benchmark. Even so, internationalisation and the full implementation of online and experiential strategies will be key to the success of brands in view of the shrinking internal market and their inevitable adaptation to Millennials brides and the arrival of Gen Z. These are some of the conclusions of the study titled *Millennial and Gen Z Brides* written by IESE professor José Luis Nueno at the request of Valmont Barcelona Bridal Fashion Week.

With a global turnover of 860 million euros, the bridal dress industry is confirming its undeniable importance in Spain. If we add to this figure the volume of all the accessories, evening dresses and footwear, the overall turnover of Spanish bridal companies totals 1.35 billion euros, 105 million more than in 2016.

The bridal dress industry with a network of 730 companies ranging from large firms to small artisan workshops, employs more than 13,400 people who produced 841,489 units in 2018, 11% more than in 2016. These are some of the results of the study titled *Millennial and Gen Z brides: the bridal fashion industry in 2020*, which provides an update of the data in *Millennial brides: born in the 1980s, marrying today* published in 2016, both written by IESE professor José Luis Nueno, doctor in Business Administration from Harvard University, at the request of VBBFW.

An exporting industry

Spain is the only western country with production higher than internal demand (which didn't exceed 172,000 units in 2018), becoming the second largest exporter of bridal fashion behind China. In this regard, Spain exports one out of every five units, compared to a figure of one in three for the Asian giant's market. Exports thus constitute 74% of the total.

Catalonia, with a 41% share of the Spanish business volume, is traditionally the main promoter and expert in the search for new business channels abroad; in fact, it exports 76% of its production of wedding dresses and has increased its sales in markets like the United States (+12%), China (+30%) and some Eastern European countries over the last year, achieving a turnover of 236 million euros.

Meanwhile, Europe produced 1,872,382 units in 2018 and, with the exception of Spain, which alone accounts for 49% of all European

The turnover of the bridal dress industry in Spain totals 860 million euros

By numbers of Millennials and weddings, the areas with the highest purchasing potential are Latin America, the United States and the Gulf countries

The new generations of brides will demand experiences, personalisation and a constant relationship with the brand

production, the rest of the continent underwent a market slowdown, particularly significant in the case of Italy, followed to a lesser extent by France, contrasting with the positive evolution of the German market, which boasts a CAGR (compound annual growth rate) standing at 4%. As for the United Kingdom, it remains stable with an upward trend until 2023.

In global terms, China is the largest producer of wedding dresses, exporting one out of every three of its 12.2 million units manufactured each year. Vietnam is in second place in the ranking with 2.5 million dresses and, in third place, lies the United States, which produces 2.2 million dresses.

Future markets

Although the United States is the second country behind China in terms of the number of weddings, it will continue to be the largest market. For its part, the Asian giant lies second in the ranking of the most sought-after markets in the world due to the 11.5 million weddings held in 2018 and, although only 8% of brides dress in the western style, they continue to constitute a target with sales potential totalling 920,000 dresses. Thus, although the forecasts indicate that the number of weddings will fall to 10.8 million by 2023, China is establishing itself as one of the most attractive destinations for brands seeking to expand outside the traditional mature markets, owing to its large size.

In addition to the United States and China, other countries, due to their demographics and the number of weddings, are especially interesting and confirm their positive evolution; these include Brazil, Mexico, Peru, Chile and Colombia and Gulf countries like Saudi Arabia, Kuwait and Qatar, where brides with high purchasing power prefer high-end Western dresses and are willing to pay high prices. Europe, Germany and the UK maintain positive performances and, together with Italy, remain attractive countries for the Spanish exporting brands, especially in the case of mid-high segment dresses.

Experiences, personalisation and continuous activation

They're digital natives in terms of their use of their computers, smartphones and tablets and they'll feature in the bridal universe in 2030; they're the young people from Gen Z, born since 1995. They currently account for just 6% of weddings, but their form of consumption is already changing the rules; Gen Z displays consumption patterns and social relationships that have evolved with respect to those of the first Millennials, further accentuating the need for access to the network, connection and use. Thus, the new generations of brides will demand more experiences and personalisation than ever before and a constant relationship with the brand throughout the purchase process.

In fact, consumer priorities are changing rapidly; in 1985, products accounted for 64% of purchases, while experiences (services, experiences, experiential products, leisure, etc.) accounted for 36%. By 2030, products are expected to account for 52% and experiences 48%.

Thus, with the arrival of young Gen Z women in the market, bridal fashion will be obliged to continue with the transformation of the customer journey and the shopping experience, regarding each bride as a unique process that will require personalized digital and creative experiences tailored to her.

Furthermore, maintaining a constant relationship with the customer by means of online strategies and the application of the latest technologies will be absolutely essential, because the traditional store, *states professor José Luis Nuño: "will be transformed by incorporating video walls, digital signage, beacons and smart mirrors to adapt to the new needs and omni-channel behaviour typical of the latest generations of buyers".*