

A close-up, profile view of a woman's face, looking towards the right. She has dark hair pulled back, and large, light pink roses are arranged in a crown-like fashion on her head. Her makeup is dramatic, featuring dark, winged eyeliner and bright pink lipstick. The background is a soft, light pink gradient.

Save the Date  
01 – 02 march  
2020

After Show Report 2019

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**ABC Salon**

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Order Fair for Bridal,  
Evening and Cocktail Fashion



# ABC Salon

„This year's ABC-Salon was another great success for us. We are very happy that we were able to welcome numerous customers from Southern Germany, Austria and Switzerland. Our new collection was very well received by our customers“

Christian Köhlert  
Managing Director of  
the eponymous label  
Christian Koehlert.







**From the 24th of February until the 25th of February,** around 95 brands – 15 companies and sub-exhibitors more than in the previous year – presented themselves at ABC-Salon and attracted an interested trade audience. There were more visitors than ever. Not only the DACH region was strongly represented, but also visitors from Slovenia, Poland and Czech Republic came to order the new collections in Munich at this deliberately early stage of the year. Overall, the fair welcomed 520 visitors on the two days of the event.



# ABC Salon



**Isabel Zimmer**

Ladybird Sales Representative  
for Southern Germany, Austria  
and Switzerland

"For us, ABC-Salon is the perfect start into the season, because we can already identify our most popular models here. The early date allows us to provide our customers with early deliveries of some of the first exclusive models, meeting the needs of sophisticated and trend-conscious brides exactly. We thank the fair and our customers for a more than successful start into the season 2020".

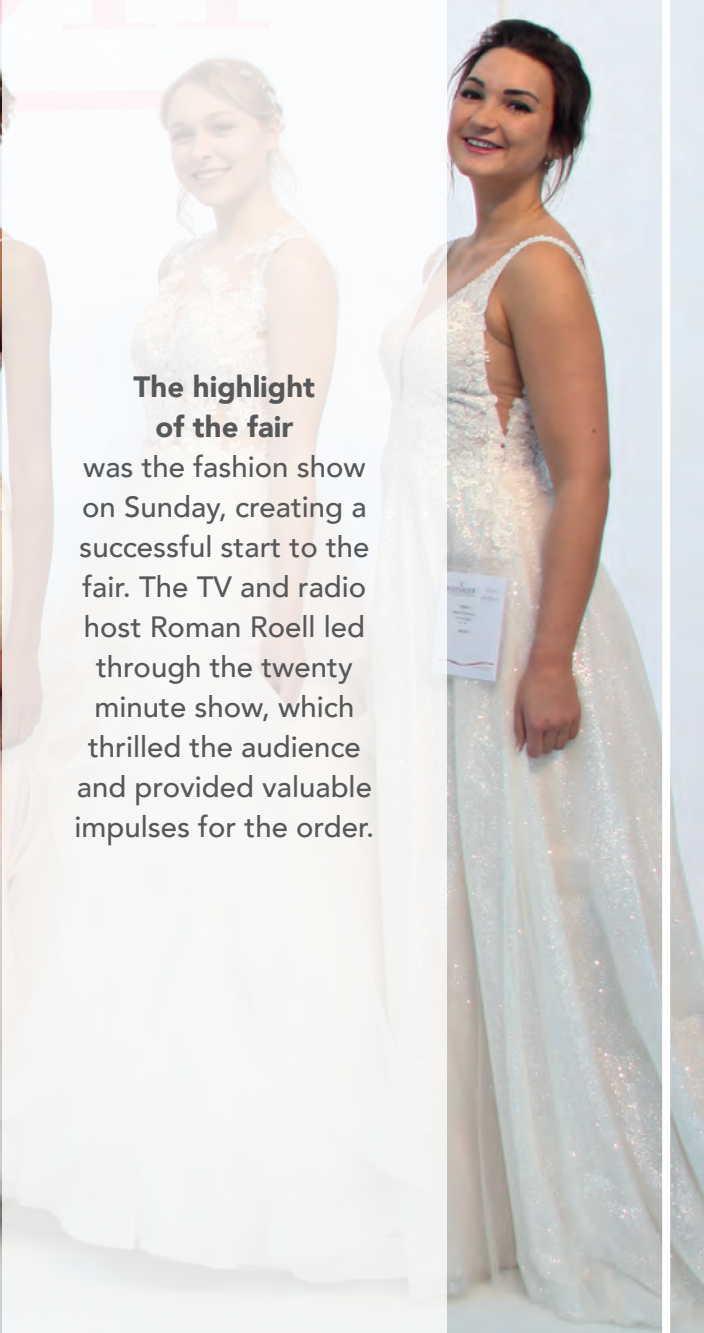


# ABC Salon



## **The highlight of the fair**

was the fashion show on Sunday, creating a successful start to the fair. The TV and radio host Roman Roell led through the twenty minute show, which thrilled the audience and provided valuable impulses for the order.





# ABC Salon

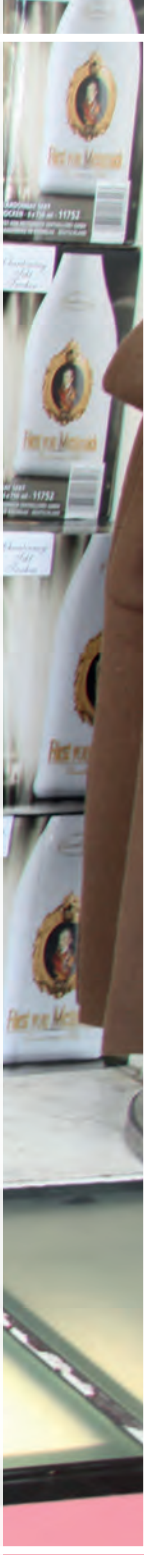
The relaxed atmosphere of the small, but fine ABC-Salon should be given special attention. The eye-catching presentation in the open space in the foyer facilitates initial contact and is therefore often used by newcomers. Thus, the presentation mix of open spaces and closed showroom is ideal and allows each exhibitor to present their individual collections.







**The early date at the beginning of the year,** a successful brand mix and the broad-based invitation campaign in the form of a pre-sent preview magazine, strengthen the event in a pleasingly positive way. In addition, the expansion of services for visitors and exhibitors is continually developing. This is the organizer's short formula for success and is also confirmed by the exhibitors' feedback.





# ABC Salon



The ABC-Salon magazine will be sent to bridal shops in the forefront of the fair. The special edition presents the current fashion trends of the exhibitors and informs the trade visitors about the high-lights of the fair.



# ABC Salon

# Thank You!

A Bela Noiva

**Abrazi**

achberger

Alive Bride

AMBROSIA

Amélie

Amera Vera  
Einmal Prinzessin

annais  
Essence collection

AnnAngelex  
BEAUTIFUL LOOK

AVALIA  
SWOOS

Bella  
by Annelie

BELLICE  
Eveningwear

BIANCO  
EVENTO

blu  
SHIRAZ  
GARDNER

BRAUT  
B BRAUTIGAM MAGAZIN

Brout media  
Häute: Web-Look - Makeup - Make-up

BRIDALSTAR

brinkman

CALLISTA  
callistabride.com

CARLO PIGNATELLI CERIMONIA

CAVALIERE  
CEREMONY

Charme  
Mode mit Eleganz

CHRISTIAN KOEHLERT  
PARIS

CLEANER4U  
Wedding Dresses

CURVES  
BY MODECA

DANIELA  
DI MARINO

MARLEN  
AN EXCLUSIVE BRANT

Diane  
Legend

di Lorenzo  
LINGERIE

DOMINIQUE  
by DESSOUS UND MODE

ELISABETH GRACE

Elsa Coloured Shoes  
Bridal & Evening collections

EMINE YILDIRIM

EC  
EMMA CHARLOTTE

EMMERLING

Euro Mode

fara fiesta

fara sposa

Fashion New York

fertig  
modelle

FIARUCCI  
Bridal collection

GRAND SOIR

Herve Paris

ISABEL DE MESTRE

ivette

JAZZ  
BY MODECA

Jessie K.

Julietta  
MADELINE  
GARDNER

Kachia Ladoni

KLEEMEIER  
FÜR DIE SCHÖNSTEN MOMENTE

Ladybird  
behemian

Ladybird  
Flowy

Ladybird  
DAS ORIGINAL

Ladybird  
PLUS SIZE

PRINCESS LINE  
by Ladybird

Ladybird  
SENSUAL

Ladybird  
SILHOUETTE

Ladybird  
vintage

LE PAPILLON  
BY MODECA

Lemoos

Libelle

Lina Becker  
Dressmaker

Lina Donetti

LISIANTHUS

LUXUAR FASHION

Magnolia

mariage Rochelle

McBURN  
WHITE COLLECTION

MERCATOR  
WHITE COLLECTION - LADY LADY COLLECTION - LADY LADY COLLECTION

MGNY  
MADELINE GARDNER NEW YORK

MISS EMILY  
SHE IS JUST A NUMBER

MISS GERMANY  
COLLECTION

MODECA  
DUTCH DESIGN

Monica Loretta

MORILEE  
BY MADELINE  
GARDNER

FIARUCCI

Nalejo  
Paris

NANA COUTURE

Natali Bridal

NOVABELLA

NOVIA DART

pure  
Elis, Miroslav

Rainbow  
CLUB

ROMANTICA  
Charmant

RONALD JOYCE  
UNITED KINGDOM

ROSE  
EVENING WEAR

S

SOFIA  
BIANCO

SN  
SONIA PESA

Sophia & Camilla

Sposa  
Facts

STAR NIGHT  
Ladon - New York - Düsseldorf

STAR NIGHT PLUS  
Ladon - New York - Düsseldorf

STEPHEN RAYMOND

Sweetbelly  
COUTURE

THE DESSY GROUP

therese  
& iulise

Tres Chic  
ROMANTIC BRIDAL COLLECTION

TS  
ARABIANISE

Valérie

VICTORIA JANE  
FOR RONALD JOYCE - UNITED KINGDOM

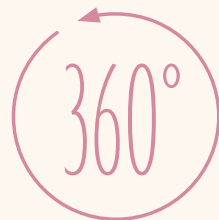
VISOUS

VOYAGE  
MADELINE  
GARDNER

weise

... see you soon!





## Complete service for exhibitors

AVR supports you from the planning up to executing the order show.  
Please contact us for a customized quotation:



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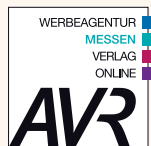


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