

A close-up portrait of a woman with dark hair and blue eyes, looking upwards and to the right. She has a nose ring and is wearing pink lipstick. Her face is framed by a lush, dense arrangement of various flowers, including large orange and pink roses, smaller pink and red buds, and clusters of small purple berries. The background is a soft, out-of-focus light blue.

# A MOST CURIOUS WEDDING FAIR

*S/S13*

## INFORMATION PACK

*'Let's be honest, there are a LOT of wedding fairs to CHOOSE from these days. How on earth are you supposed to know which ones are the best and which ones to actually go to? I can hand-on-my-heart say that The Most Curious Wedding Fair is one of the GOODIES.'*

- Kat | ROCK'N'ROLL BRIDE

# A MOST CURIOUS WEDDING FAIR

*THE WEDDING EVENT FOR  
THE STYLE SAVVY,  
FASHION FORWARD  
COUPLE*

*Bigger, Better, Bolder*

AND THIS TIME WE'RE STAYING FOR THE WEEKEND

**19, 20, 21 APRIL**

AT A BRAND NEW VENUE

***THE TRUMAN BREWERY***

BAY GALLERY, 91 BRICK LANE, LONDON E1 6QL

*Come and join the party!*

SEE US IN NORWICH TOO - ST. ANDREWS HALL NR3 1AU

**23 MARCH 2013**

RSVP Becky Hoh-Hale and Gemma Goodwin  
rebecca@amostcuriousparty.co.uk 07852150285

**[WWW.AMOSTCURIOUSWEDDINGFAIR.CO.UK](http://WWW.AMOSTCURIOUSWEDDINGFAIR.CO.UK)**

Cool Wedding Fairs are becoming almost like the very weddings that they rebelled against, a little bit cookie cutter, a little bit formulaic, set in their ways and you know what to expect. Well we're pushing our wedding fair above the parapet, letting it stand apart and do it's own thing.

A Most Curious has a love affair with fashion and evolves and follows it wherever it may go. Yes 5 years ago the emerging fashion was vintage and we were aaaaaall about vintage, we're not ashamed! But it isn't anymore, its still there, we still love it, you still love it and it will be at the fair, but this will not be the overriding theme.

A Most Curious has taken a solemn vow to bring brides and grooms the very latest fashions, with the foresight to be changeable, en vogue and never tired or standing still.

If it's beautiful, fresh, cool or just about to be cool, we will incorporate it into our wedding fair so it can in turn can be incorporated into big days up and down the country. Most Curious draws inspiration from the trends around us, not weddings trends, weddings shouldn't have trends, they should be about you having fun and being creative, dreaming big. A Most Curious Wedding Fair will encapsulate that feeling of expression, headiness and heightened senses under one roof, with it's mix of innovative, design-led suppliers, fashion shows, entertainment, styling, activities, music and performance.

***MOST CURIOUS has taken a solemn vow to bring brides and grooms the very latest fashions, with the foresight to be changeable, en vogue and never tired or standing still***

Yep, the original East London Wedding Fair is back with a bigger, slicker outlook and this time with a whole weekend of fun and inspiration for the cool hunting couple. The design-led fair that helps creative, expressive, fashion-aware and trend loving couples will now kick off with a press and trade event on the Friday night and span both days of the weekend in a brand new location on just about the coolest, fashion forward street in the UK. We are HOME! Journalists, bloggers and retailers will attend the Friday night opening to ensure you get as much coverage in the national press and exposure to stockists as possible.

We are also dedicated to supporting new emerging talent and will be giving a chance for recent graduates and business start ups, who are hoping to bring something fresh to the wedding industry, to

have a space at this amazing location with our second edition of Bridal NEXT!

The Norwich Fair will bring all of this to St Andrews Hall on the 23rd March, with a slightly smaller version, but still over 50 stands. The 2012 event was in the top 3 for Best Fair category at the 2012 Vintage Norwich Awards, so we are excited to go for No.1 for 2013! Bridal NEXT! Norwich will also be part of the fast growing Norwich Fashion Week for the first time too so the smaller sister event to the London Fair is really coming into her own.

# A MOST CURIOUS WEDDING FAIR

*presents*

## bridal NEXT!

SHOWCASING THE NEW BRIDAL DESIGN GENERATION

A PLATFORM FOR 10 EMERGING MAKERS TO LAUNCH THEMSELVES INTO THE CREATIVE & FASHION FORWARD END OF THE WEDDING INDUSTRY.

A MOST CURIOUS set up Bridal NEXT! At the AW12 fairs to provide emerging makers with a platform to launch themselves into the creative and fashion forward end of the wedding industry and are returning with it for S/S13.

It will take place in a special section at both Most Curious Wedding Fairs and participants will be competing for the 'Most Curious One To Watch' award, which will be given to one Bridal NEXT! exhibitor as judged by industry experts.

We are looking for inspiring and innovative contemporary designers, fashion enthusiasts, ateliers, crafters, artists and creatives that offer wedding orientated pieces who would like to showcase their products and services to hundreds of the coolest brides and grooms out there. It will also be talent spotting opportunity for many journalists, bloggers, retailers and established brands looking for fresh ideas and products to feature, stock and collaborate with.

We are dedicated to keeping Bridal NEXT! a platform for those truly starting out in their creative careers which means that eligible businesses must not have been started before 2011.

*For further details and separate information pack about Bridal NEXT! including full price list, eligibility and how to apply please go to our BridalNEXT! link on our website :*

[WWW.AMOSTCURIOUSWEDDINGFAIR.CO.UK](http://WWW.AMOSTCURIOUSWEDDINGFAIR.CO.UK)

# TAKE A STAND | *Prices*

## LONDON

Priced at £120 per metre long

Spaces are 1.5 metres deep

*Please specify when applying your preferred space length.*

## NORWICH

2 metre stand - £75

4 metre stand - £135

spaces will be 1.5 metres deep

*Prices include a listing on our exhibitor directory with click-through.*

*Tables and chairs can be provided. Please specify when booking.*

*We can discuss certain individual requirements separately such as rails, power point, mannequins, wall space etc.*

We positively encourage you to get creative with the decorating and styling of your stand and will be giving awards for the beststand in terms of product and visual appeal at the fair, judged by our industry experts!

## BridalNEXT!

We also support new, emerging talent in the industry with the section of the fair entitled Bridal NEXT! This zone will have 10 spaces for designers and makers with a directional style who graduated or started their business no earlier than 2011.

These spaces are 2m x 1.5m spots

## LONDON

£125

## NORWICH

£50

*For more detailed information please refer to our BridalNEXT! information pack which can be found on our website in the BridalNEXT! dropdown menu.*

## TAKE A STAND | *Other options*

### WEBSITE YOUR LOGO

and/or chosen picture in our exhibitors directory for the fair

*FREE* if you are exhibiting.

#### *Choose not to exhibit?*

You can still be featured in our main directory for £35

10,000 people visit the website (*unique hits*) each month in the two months before the fairs.

### YOUR PIECES IN OUR FASHION SHOW

A Most Curious fashion shows are conceptual, high quality and all about beautiful and creative expressive ideas for the trend hunting bride. They are fast gaining a name as the best for imaginative inspiration, so expect your products to be seen in a different and wonderful light. Your company's name will be credited online and in the show literature and shown in the fashion shows during the day.

£35 (minimum 3 pieces)

### SPONSORSHIP

£200

*If you would like to be a sponsor of the show you will receive*

Your logo and click through on the website

Your logo on all printed promotional material

Your logo as a printed vinyl on the large glass fronted window leading on to Brick Lane as of the Friday of the show

Special blog and social media posts about your company/products

£50 off your stand price

*'LOVED the fair, I've had loads of enquiries!  
Would love to do one again, can I be put on the  
LIST?'*

- Laura | LAURA McCLUSKEY

# PRESS | MEDIA | ADVERTISING

*We expect and aim for even more with each show we do.*

We have previously been listed in



*Please see the press section of our website for more details.*

For the Norwich Fair we also make full use of the power of local press



With a journalistic background the MOST CURIOUS team know what it takes and how to promote the heck out of our fairs and who to target. We also put together editorial style photo shoots that we feel reflect the Most Curious ethos for each fair, as seen in this media pack, as we know for the press a story is not a story without amazing pictures.

We go absolutely crazy on TWITTER, FACEBOOK and our BLOG in the build up! Including a spotlight on each exhibitor. We work with social media specialists BMB Neon on our Facebook advertising, including sponsored posts to ensure we hit the maximum amount and correct type of people. In the three weeks before the fairs over 60,000 people are reached through Facebook advertising.

We also heavily flyer and poster for the fairs at least 6 weeks before and have people flyering in key places on the actual day of the fairs as well. Banners will be outside the Norwich venue two weeks before the fair.

We have a mailing list which we use to contact brides and grooms in the run up to the fair.

*We will do a promotional post on FACEBOOK & TWITTER for every single exhibitor and company involved FREE of charge. You can specify particular info you would like mentioned.*

## TAKE A STAND | *Facts and Figures*

Our London Fair attracts up to **1400** visitors over the course of one day. Of course, as we are a 2.5 day event this time we are expecting a attendance numbers of **3000** brides and grooms over the weekend, especially with the high footfall, bustling destination of Brick Lane teeming with fashion aware, style savvy couples with the markets that take place on the venues door step.

The Norwich Fair attracts around **800** visitors per event and we of course aim to hit the big 1000 and then some for Spring 2013.

On average we receive **10,000** unique hits per month to our website in the two months leading up to the fair.

In the three weeks before the fairs over **60,000** people are reached through our Facebook page and Facebook advertising.

*For detailed information on our advertising strategy for the SS13 fairs please contact us directly :*

rebecca@amostcuriousparty.co.uk | gemma@amostcuriousparty.co.uk

*Just to say 688 PEOPLE visited by website  
the day after the fair - you guys are wonderful'*

- Bink | PEARLS & SWINE

EXHIBIT | ENQUIRE | ATTEND

*Website*

AMOSTCURIOWEDDINGFAIR.CO.UK

*Facebook*

FACEBOOK.COM/A.MOST.CURIOW.PARTY

*Twitter*

@CURIOWPARTIES

*Email*

REBECCA@AMOSTCURIOWPARTY.CO.UK

GEMMA@AMOSTCURIOWPARTY.CO.UK

*Phone*

07852150285

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19 | 20 | 21 APRIL 2013

The Truman Brewery,  
Bay Gallery, 91 Brick Lane  
LONDON E1 6QL

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23 MARCH 2013

St Andrews Hall,  
NORWICH NR3 1AU

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# A MOST CURIOUS WEDDING FAIR

S/S13

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*Photography* JOANNA MILLINGTON | *Floristry* LOVE BLOOMS | *Make up* MILK & HONEY | *Hair* FLAMINGO AMY  
*Bridal dresses* ALAN HANNAH, VINTAGE DELI, YEW SWEE LING | *Veil* ALAN HANNAH  
*Groomswear* VINTAGE DELI | *Accessories/grooms collar* AMIE FARR | *Stationery/cake decos* VERONICA DEARLY  
*Bridesmaid floral headwear* MYSTIC MAGIC | *Bridesmaid head chain* FUMBELINA | *Set design* GEMMA GOODWIN  
*Styling & Art Direction* GEMMA GOODWIN & BECKY HOH-HALE AT 'A MOST CURIOUS PARTY'