

A MOST CURIOUS WEDDING FAIR

S/S14



4-5th
APRIL 2014

Hackney Downs Studios
17 Amhurst Terrace
E8 2BT
London UK

INFORMATION PACK

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LONDON 4-5 APRIL 2014

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80+ EXHIBITORS

The Wedding Show for the style savvy couple

sponsored by:

WILD ABOUT

FLOWERS

Rock N' Roll
Bride



ruby+diva™

THE CHIC, UNIQUE
WEDDING BOUTIQUE

BAREFOOT.
WINE



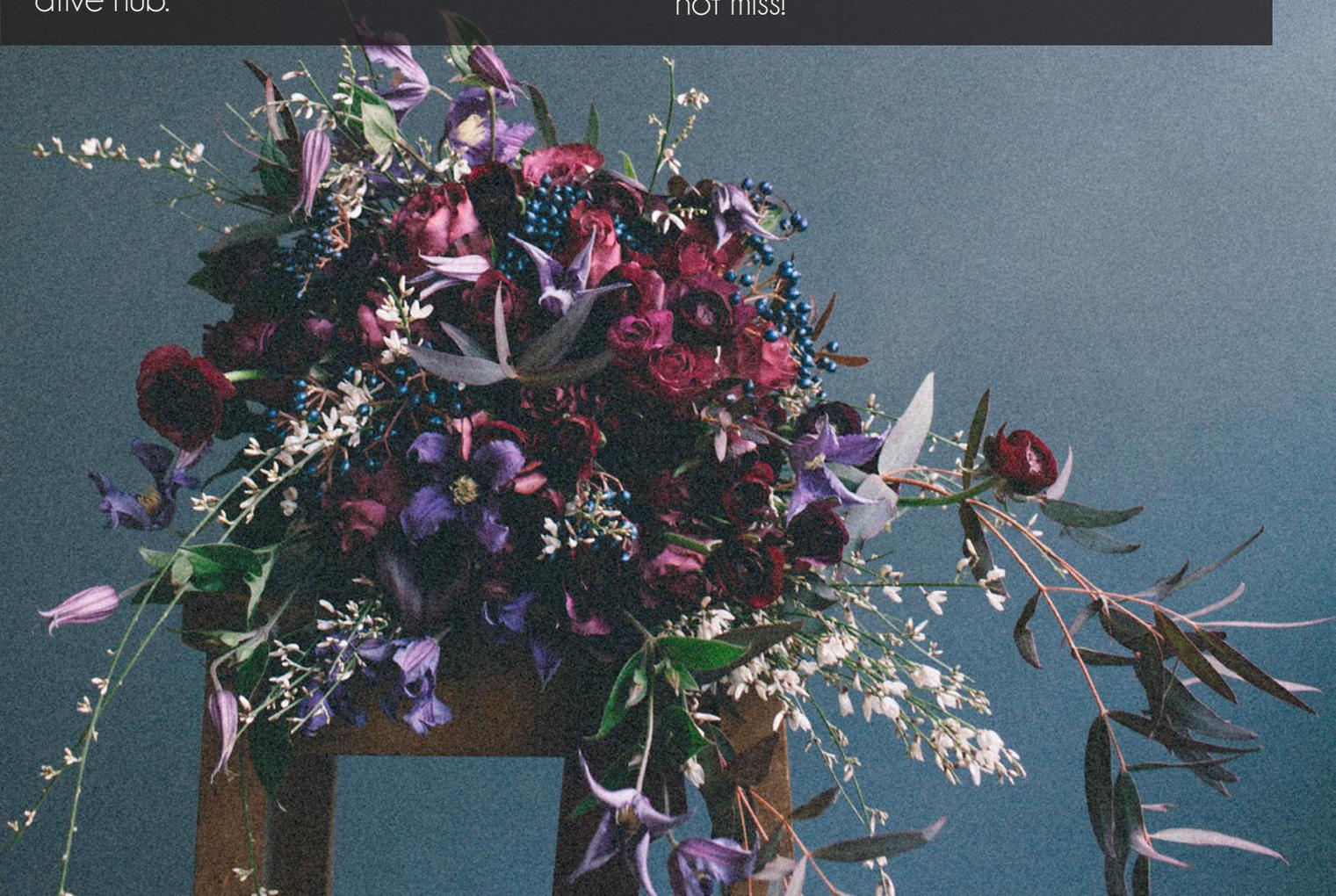
***THE UK'S COOLEST WEDDING EVENT IS BACK
FOR SPRING/SUMMER 14 - BIGGER, BETTER AND
BLAZING THE TRAIL FOR STYLE SAVVY BRIDES
AND GROOMS AND A BRAND NEW VENUE.***

A MOST CURIOUS is the exhibition company for cool hunting, style savvy individuals, couples and families. With our finger firmly and obsessively on the pulse, we put together events that showcase the most fashion forward, trend-aware and design-led products ***while also guaranteeing*** a fun day out with unique entertainment, refreshments and activities.

On Friday 4th and Saturday 5th April 2014, A Most Curious Wedding Fair will be bringing our unique brand of wedding cool to Hackney Downs Studios, East London in the heart of the UK's creative hub.

NOW ON OUR EIGHTH WEDDING SHOW, we know what to do to bring together all the most creative suppliers and couples together under one roof for an event that feels fun and expressive and gosh darn cool.

With an expected footfall of over 1,200, an exciting showcase of the most creative fashion and design led suppliers, inspirational fashion shows, original entertainment and our very own Bridal NEXT! awards, a platform for emerging and innovative designers in the wedding world, this is one show you should not miss!



FRIDAY 4TH APRIL 2014 – VIP/PRESS PARTY 6PM – 9PM

Our SS14 show launches on Friday 4th April with a VIP, Press and Retailers party on the FRIDAY night to ensure you get maximum access to stockists and as much coverage as possible in the national bridal, style and lifestyle press.

SATURDAY 5TH APRIL 2014 – MAIN SHOW 10.30AM – 5PM

Join 80+ carefully selected wedding businesses for the main event, the ultimate wedding show for style-savvy couples with bespoke wedding ideas, inspirational fashion events, unique entertainment and our Bridal NEXT! competition to find the most exciting new wedding designer of 2014!

WHY YOU NEED TO BE THERE!

- Exposure to an estimated footfall of 1,200 visitors from your target audience
- A marketing list of attendees, who consent to their details being forwarded for this purpose
- The opportunity to meet wedding and consumer press and promote your business
- This is the one everyone is talking about!

“Without a shadow of a doubt, A Most Curious Wedding Fair is one of the coolest wedding shows in the UK. No question.”

- Kat | ROCK N ROLL BRIDE



“We exhibited at the Most Curious wedding show having been regulars at the Designer Wedding Show. As the price of the latter had gradually gone up against a backdrop of less varied exhibitors and falling orders we thought it was worth a punt to try a smaller independent show. We received more interest and orders from that single 6 hour show than we had from the previous years’ shows combined.”

- Iain Bartlett | HELLO LUCKY

PRESS / MARKETING / ADVERTISING

Our target audience are engaged couples, between 25 and 38, planning a stylish, trend-aware, creative wedding.

We have a dedicated print and online marketing strategy in place and will be flyer-ing targeted hot spots in London over the next few months.

To help us reach our audience, we are delighted to be supported by heavy weight media partners, including Kat Williams of RocknRollBride.com, blogger of all things alternative in weddings and business, and Hackney Downs Studios, the creative hub of East London, with more to be confirmed shortly!

We have an intense social media strategy and will go absolutely crazy on TWITTER, FACEBOOK and our BLOG in the build up, including a spotlight on each exhibitor.

In the three weeks before the SS13 Most Curious Wedding Fair over 60,000 people were reached through Facebook advertising and we hope to reach even higher numbers with our SS14 show.

Most Curious Wedding Fairs attract on average 1200 people to our single day events and we aim to top that this year with our best show to date.

HOW TO APPLY

Please apply online via our website at:
<http://www.amostcuriousweddingfair.co.uk/exhibit/>

THE CLOSING DATE FOR APPLICATIONS IS 24 JANUARY 2014.

“What a great event! Thanks so much for putting on such a good fair! I had so much interest in my pieces and met some lovely people.”

- Natalie | ELSEWHERE ACCESSORIES



'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 PHOTOGRAPHY

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

- Bink | PEARLS & SWINE

'For me, personally and for the business the show was KA-BOOM! I had so much fun, Saturday was just spot on! I didn't stop for a minute!'

- FEDERICA BRUNO COUTURE

GET INVOLVED | *Exhibit*

£250 for single stand – 2 metres

£475 for double stand – 4 metres

Spaces will be 1.5 metres deep

Prices include a listing in our online 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!

GET INVOLVED | *Other options*

WEBSITE

Your logo and/or chosen picture in our online Exhibitors' Directory for the fair.

FREE if you are exhibiting.

Choose not to exhibit?

You can still be featured in our Approved Most Curious directory for £50 for 6 months, benefitting from all the press and media exposure the show is going to receive.

YOUR PIECES IN OUR FASHION SHOW

The Most Curious fashion shows are all about inspiring couples by showcasing the most unique and beautiful ideas for stylish brides and grooms.

Your company's name will be credited online and in the show literature, and shown in the fashion shows during the day.

£50 (minimum 3 pieces)

FLYERS / GOODY BAGS

Display up to 500 flyers at the event in a prominent and styled display area - £15

Add a promotional item to the goody bag (at least 50 items and up to 200) - £15

Don't just take our word for it though...

"We had a fantastic weekend and the emails and enquiries have been flooding in! We have had such a brilliant response and the bookings keep coming in :) Thank you again for a great weekend."

- Harriet & Jodie | HATTIE & FLORA EVENT STYLISTS

"it was great to be a part of such a big show! We had a great time! We've had an amazing response to our work and have got quite a few confirmed couples already! Very exciting!"

- Pinar | CURIOUS ME STATIONERY

"In comparison to the last fair I did, I met lots of brides that were genuinely interested, trying on lots of pieces and had an enquiry to borrow some pieces for a magazine shoot. It has put brides my way who get what I'm trying to do and are looking for pieces like mine, for a change. So thank you so much for bringing me together with the right people."

- Johanna | BLACKBIRD'S PEARL

"The weekend was a total hit and has generated so much interest in me, plus 3 confirmed bookings for wedding flowers! The atmosphere buzzing."

- EMMA MILLS FLORISTRY

"Just wanted to drop you an email to say how happy I've been with the amount of business I've received as a result of the fair. I've already completed 5 orders and have several others in the pipeline so thank you so much."

- Wendy | FOIL INVITE COMPANY

EXHIBIT | ENQUIRE | ATTEND

Website

AMOSTCURIOWEDDINGFAIR.CO.UK

Facebook

FACEBOOK.COM/A.MOST.CURIOUS.PARTY

Twitter

@CURIOUSPARTIES

Email

SARA@AMOSTCURIOWEDDINGFAIR.CO.UK

“Absolutely loved every minute of it !! Such a great fair, everybody was so friendly and lovely and made me feel at home as a first timer! Great vibe and just the sort of customers I have been looking for! Just working through my enquiries now :)))”

- Carla | FONDANT FOX

CREDITS

Photography: JOANNA MILLINGTON

<http://joannamillingtonphotography.com>

Dresses: DELPHINE MANIVET

<http://www.delphinemanivet.com>

Shoes: SEZANE PARIS

<http://www.sezane.com>

Flowers: JO FLOWERS

<https://www.facebook.com/joflowersnorwich>

Make Up: BELLA SIMONSEN

<http://www.bellasimonsen.com>

Hair: SOPHIE MORTIMER OF FLINT SALON NORWICH

<http://www.flinthair.co.uk>

Jewellery: ECLECTIC ECCENTRICITY

<http://eclecticeccentricity.bigcartel.com>

Stars: BETINA BIANCULLI OF LA BICICLETA

<https://www.facebook.com/LaBicicletaDeAnakleta>

Silver Skirt and cream top: LIZZIE O BOUTIQUE

<http://lizzieoboutique.com>

Silver arm cuffs: DC BOUQUETS

<http://www.dcbouquets.co.uk>

Feathered Cape: ROGUE PONY

<http://www.etsy.com/uk/shop/rougepony>

