



With the digital showroom, brides can still choose their dress for the big day | Photo source [Ein Kaffee kostet mehr als](#) from [Pixabay](#)

[Innovation](#) > [Fashion & Beauty](#) > [Bridal company launches first virtual showroom](#)

BRIDAL COMPANY LAUNCHES FIRST VIRTUAL SHOWROOM

 FASHION & BEAUTY

The showroom is exclusive for customers and will include the latest collections of all the Pronovias Group's group's brands

Spotted: Barcelona-based bridal company, Pronovias Group, has launched what it claims to be the first digital showroom in the industry.

Due to the impact of the COVID-19 shutdown, many bridal designers, manufacturers and stores are amping up their digital presence. For the leading global Spanish bridal company, this means launching a showroom where customers can shop the latest collections of all the group's brands – Pronovias, St. Patrick, Nicole, White One and Lady Bird.

The company has also debuted a B2B e-service platform to exchange information with customers and plans to expand the number of countries that offer virtual appointments.

With over 400 points of sale in 105 countries, the initiative is part of Pronovias' digital transformation process to improve the service for their worldwide customers, through multiple channels. For example, the brand is using social media for live webcasts and collaborating with influencers to help keep brides entertained.

Whilst the initiative had been underway since being acquired by BC Partners in 2017, the COVID-19 resulting confinement mandates have certainly accelerated the effort.

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Website: pronovias.com/int-en

Takeaway:

According to IBISWorld, the wedding service industry generated €71 billion in 2019. With couples postponing or significantly downsizing their wedding arrangements and honeymoons, the COVID-19 shutdown has uprooted the wedding service industry and the accompanying 1.2 million jobs. However, knowing that couples will continue to get engaged, bridal companies are also planning for the future and being pushed to come up with innovative approaches.