



Post Show Report

24th to 27th January 2018
Oman Convention & Exhibition Centre

www.omanbrideshows.com

ABOUT OMAN BRIDE SHOW

Oman Bride Show (OBS) the first and only annual event resource for Bridal Exhibitions & Services in Muscat. Our expo helps Brides to plan their entire wedding, all under one roof. our expo is a one-stop bridal experience with the best wedding suppliers ready to meet, greet and advise brides and grooms on everything they may need to know for their special day! Your wedding, your way.

EXHIBITING COUNTRIES



OMAN



INDIA



JORDAN



BAHRAIN



LEBANON



ITALY



TURKEY



UAE



KUWAIT



PHILIPPINES



ARMENIA



SHOW PROFILE

Date of the Exhibition:	24 th - 27 th January 2018 (Four days)
Venue:	Oman Convention & Exhibition Centre
Exhibition Timing:	Wednesday, Thursday & Saturday Morning - Evening : 11:00am - 10:00pm Friday : 4:00pm to 10:00pm

SHOW HIGHLIGHTS

- Launching of International Annual Event that showcases bridal services.
- The event supported by Muscat Festival & Muscat Municipality.
- The exhibition was held for 4 days.
- Apart from the event Fashion Show took place from International & Local Fashion Designers.
- Bloggers & Fashion Artists and Celebrities visited the exhibition.
- Total Gross Exhibition area for 2018 was 4000 sqm.



Opening Chief Guest

Her Highness
Sayyida Dr. Khoula Bint Julenda Al Said



Fashion show opening Chief Guest

Her Highness
Sayyida Basma Al Said



Fashion show opening Chief Guest

Her Highness
Sayyida Raya Qais al Said

EXHIBITORS LIST

Kenza Alzabir	Oman	409	Prestige	Oman	105
Khayali Fashion	Oman	322	R1 Accessories	Oman	107
Kubra Kasir	Bahrain	901	Ridhi Mihra	India	607
Laila Boutique	Oman	605	Royal Mona Salon	Oman	110
Laura	Qatar	602	Sadaf	Oman	94
M.asam Store	Oman	119	Salon Sara	Oman	416
Madi Int.	Oman	304	Salwa Centre	Oman	316
Malabar Gold	Oman	701	Samira / Dubai	Dubai	202
Manza Fashion	Oman	404	Samira Al Mazroni	Oman	323
Masaic Events	Oman	103	Sarah Al Saleh	Oman	417
Majestic	Oman		SH Boutique	Oman	96
Milly Boutique	Oman	314	Shaira Couture	Dubai	220
Muscat Dermatology	Oman	403	Shangri-La	Oman	505
Muscat Intr. Fashion	Oman	902	Shelley	Bahrain	315
Muscatia	Oman	313	Sheraton	Oman	201
My Bride	Oman	508	Silkor	Oman	411
My Style	Oman	410	Sima Salon	Oman	92
Novista	Oman	900	Sophia Benyahia	Dubai	90
Ousol International Company	Oman	108	Special Wedding	Oman	224
Ouzounian Jewellery	Lebanon	213	Sundus Rotana	Oman	113
Paris Gallery	Oman	501	Sweet Flowers	Oman	609

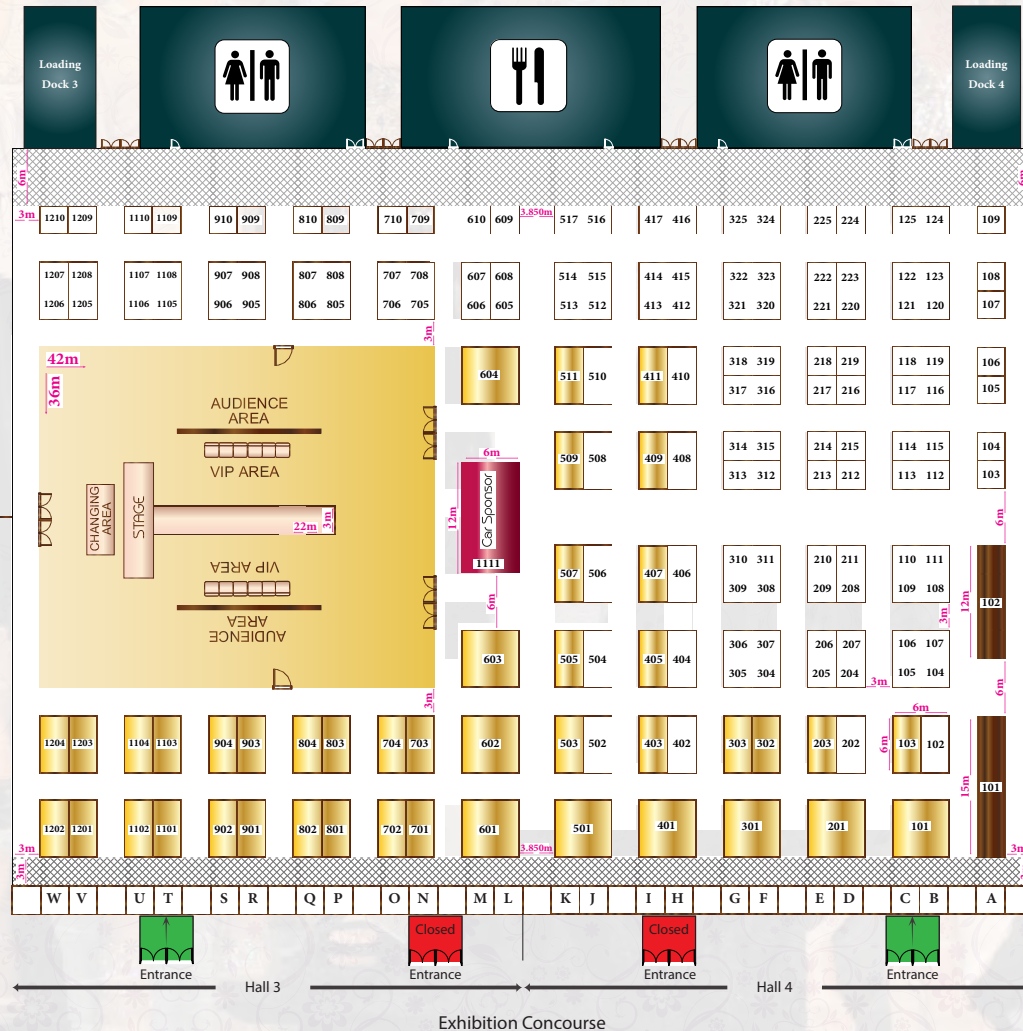
EXHIBITORS LIST

Tahani Alotaibi	Kuwait	210	Al Bawwab	Oman	703
Tatara Collection	Oman	609	Alaa Fashion	Oman	111
Walaa Al Sharqawi House	Bahrain	204	Albushra Medical	Oman	604
WM	Oman	804	Alkhayalee	Oman	301
Zahra Karmosta	Dubai	118	Amal Raad	Oman	212
ZO Centre	Oman	704	American Specialty Clinics	Lebanon	412
Zulfa Al-Barwani	Oman	500	Amira La Petite Couture	Oman	510
احلى الوصايف	Bahrain	214	Anaqaty	Oman	318
بخور الشمال	Oman	217	Aniss Fashion	Oman	320
بيجامتي	Oman	104	Anoud & Co	India	324
خرزة للعبايات	Oman	106	Arab Sheikha	Oman	415
دارالنقوش	Oman	407	Arabian Wedding	Oman	223
لمسة المخمل	Bahrain	102	Arushi	Jordan	612
Al Gaithi Fashion	Oman	506	Ayaan	Oman	117
4 sis	UAE	601	Bahrain	Oman	499
Amira Evening Hall for Wedding	Oman	211	Bank Muscat	Oman	222
Abayat Jneh	Oman	215	Blessing	Bahrain	12 01
Ahmed Al Balushi	Bahrain	100	Cagteks Bridal	Oman	606
Aisha Al Muhairi	Oman	503	Catwalk	Oman	803
Al - Montaha Comp. Trading Est	Dubai	517	Chandal	Turkey	408
Al Badia Studio	Oman	504	Claude Nassif	Oman	221

EXHIBITORS LIST

Cosme Clic	Oman	511	Hadeel Beauty	Oman	112
Cosmesurge	Lebanon	405	Hala Boutiques	Lebanon	515
Dandina	Oman	209	Hala Mousa		502
Dannoon Jewellery	Oman	312	Hana Beauty Salon	Oman	513
Dar Al Shifa	Oman	414	Happiness for Wedding	Oman	317
Dar Mis	Dubai	310	Hind Designer	Oman	203
Dareen	Oman	109	Info Focus	Oman	406
Diana Caramaci	Oman	219	Jojo Collection	Bahrain	309
Dream Bridal Boutique	Oman	302	Kamla Al - Manchari	Oman	608
Elide Boutique	Romania	207			
Emirates Medical Center	Oman	308			
Etihad Airways	Oman	101			
Fantazia Word	Oman	903			
Fawzia Al Ghawi	Oman	91			
Flower Story	Oman	610			
Foad Sarkis	Dubai	113			
Ghazal Events	Oman	95			
Gold Thob	Lebanon	603			
Golden Tulip	Oman	93			
Gulf Specialized Hospital	Oman	512			
Hadeel Magazine	Oman				

OMAN BRIDE SHOW 2018 FLOOR PLAN



VISITORS PROFILE

Total Number of Attendees **20,506**

Day 01

24 January 2018

6,819

Day 02

25 January 2018

5,413

Day 03

26 January 2018

3,921

Day 04

27 January 2018

4,353

Average Age: **21-49** | Gender: **Male/Female**



MARKETING CAMPAIGN

- Oman Bride Show 2018's marketing campaign reached all sources of advertisements which included. Newspaper, Radio, Magazines, TV, Online and Website.
- Monthly e-newsletter to all bride collection both English & Arabic.
- Distribution of flyers before event days.
- SMS Campaign before 8 during expo.
- Placing two press conference to announce Oman Bride Show
- Connecting with bloggers and celebrities to announce Oman Bride Show.
- Placing advertisements in local & international newspapers, online media and magazines in both Arabic and English
- Radio campaign locally.
- TV Coverage local and international for the opening and exhibition days (Oman TC, Majan TV, ET Arabic, Rotana, LBC,...)



MEDIA



SPONSORS

SUPPORTERS



FASHION SHOW SPONSOR



DIAMOND SPONSOR



PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



MEDIA SPONSOR



MEDIA SPONSOR (MAGAZINE)



MEDIA SPONSOR (WEBSITES)



MEDIA SPONSOR (TV)



GALLERY



INFLUENCERS OF OMAN BRIDE SHOW 2018



INFLUENCERS OF OMAN BRIDE SHOW 2018



PREVIOUSLY ON OMAN BRIDE SHOW 2018



BRIDES FEEDBACK

The biggest and first event; all wedding services under one roof

- Oman bride show always surprise us in new features
- All what I need was at the event it saves me time to search for my big day.
- Variety of bridal dress make my select easy especially when I saw it at the cat walk
- I planned for my wedding all at the same place from wedding dress to honey moon package it saves my time especially I am working.
- I am not bride but attending fashion show to see international designer dress

”



EXHIBITORS FEEDBACK

70% 

Every year Oman bride show surprise us in the number of exhibitors

90% 

The event was organized during build up and event days, staff was helpful.

95% 

We are happy to meet brides during the four days

80% 

The event was successful and we made good invest and meet brides





THE ORGANIZER

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