

# WEDDING AFFAIRS

Vienna's premier wedding show presents:  
The very best of Bridal Design, Fashion and Lifestyle.

22.-23. Oktober 2011  
Semperdepot | Wien

## WEDDING AFFAIRS | Vienna 2011 FRANCESCA GIOBBI SHOES IN VIENNA

**WEDDING AFFAIRS | Vienna 2011 is bringing to light the best of wedding culture to Vienna: And as we are here to find the most wonderful things to suit a bride's dreams, «Wedding Affairs» and Steffl Shoes at "The 6th Floor" will launch the new luxury shoe brand FRANCESCA GIOBBI in Vienna.**

During 10 years living in Italy, Francesca Giobbi worked with renowned brands like Prada, Gucci, Versace, Armani, Donna Karan and Sergio Rossi, whom she considers her greatest mentor. She fell in love with making shoes and it did not take long for her to realize that this was her real vocation.

After returning to Brazil she launched her own brand and started to design the most exquisite shoes made in Brazil. Today she has her own boutique in the most valued Sao Paulo's neighborhood. In addition, Francesca Giobbi's shoes are sold in the most prestigious shops in the country, as well as abroad.

Due to her refined yet edgy taste and vision for shoes, Francesca Giobbi has been receiving the "Brazilian Designer of the Year" Award in 2008.

### **The exquisite Francesca Giobbi Shoes**

In addition to an intensive training on shoe-making, Francesca Giobbi developed her own design techniques. Her exquisite shoes prime for quality and love for details, before each pair is sold.

Every single shoe is hand-made from the start because - so believes Francesca - that is how the highest quality can be achieved. She always says that precision is essential. Hence she has hand picked her shoemakers among some who take part of an atelier specialized in luxury samples. The result is just the best material being used and absolute dedication from her shoemakers, a wonderful team, which invest their know-how and time in every single pair passing through their hands.

Francesca Gobbi, together with Steffl's 6th Floor, the most exclusive shoe shop in Vienna, is going to launch her brand in Austria during the WEDDING AFFAIRS | Vienna 2011. Her first shoe collection in Austria is scheduled to hit the going in November 2011.

# WEDDING AFFAIRS

Vienna's premier wedding show presents:  
The very best of Bridal Design, Fashion and Lifestyle.

22.-23. Oktober 2011  
Semperdepot | Wien

## **The 6<sup>th</sup> Floor at Steffl Department Store Vienna**

„The 6th Floor“ is Vienna's highest shoe store, a superlative in itself: 967 square meters in which a range of 1,033 samples and over 1,000 pairs of shoes from world leading luxury brands by famous designers such as Jimmy Choo, Gucci, Lanvin, Tom Ford or Bottega Veneta are presented as in a feast for shoe-lovers. „The 6th floor“ concept was developed upon much passion for design in order to offer its clients a rich selection of various styles.

## **Who will be part of the first «Wedding Affairs«?**

The most renowned companies of the Austrian wedding business will be presenting their products and services at the «Wedding Affairs« in the Viennese Semperdepot - Pronuptia, Cinderella, the jewellers Heldwein and Skrein, Lobmeyr, Augarten Porcelain, Schwäbische Jungfrau, Rosenkavalier, the Registry Office Vienna, Leo Hillinger Winery, Palace Daun-Kinsky, Laxenburg Castle, Stephan Rauch Wedding Photographer, La Pura Health Resort and many more.

## **The hosts**

**Michaela Honies | Elegant Events** is one of Europe's leading wedding coordinators with customers from all over the world entrusting her with making their luxury wedding dreams come true. Her customers insist on the utmost exclusive wedding design and exceptional event planning to arrange the über- chick, glamorous and elegant once-in-a-lifetime event!

**Niely Hoetsch | das weddings** is a bridal accessories designer bringing yearly breathtaking headpieces to the heads of modern and daring brides all over Europe. She is a wedding style expert who loves to create exquisite details to make the difference. For the past years she has also carried out exclusive Bridal Shows in Vienna.

**Verena Schrack | mimina events** supports Michaela and Niely actively and brings in her precious experience with luxury goods for organising the «Wedding Affairs«. Above that Verena is main contact person for all financial questions.

**WEDDING AFFAIRS | Vienna 2011**  
**Saturday, 22. and Sunday, 23. October 2011, 10-18 hours**  
**Semperdepot | Lehargasse 6-8, 1060 Vienna**  
**Tickets Euro 12,-**

## **Contact**

**Tel +43 (0)1 718 88 74**  
**office@weddingaffairs.at**