



MILAN

MILANO UNICA

Milano Unica, the international textile fair organized in Italy, has been created through the vast experience, fine quality and tradition of four prestigious Italian exhibitions, *Ideabiella*, *Ideacomu*, *Moda In*, *Shirt Avenue*. This unique, composite project is held twice a year (February and September), presenting the finest quality products from both Italian and European textile manufacturers.

The name, *Milano Unica*, represents the three essential characteristics of the textile fair: *Unica* is synonymous with singular, exclusive, united.

LOCATION:
Portello, Fieramilanocity,
Viale Scarampo 9, Milan, Italy

KEY SEGMENTS:
top-end textiles and accessories collections
for garments

OPENING DAYS / HOURS:
4-6 February, 9am-6.30pm

HALL AREAS:
1, 3, 4 of Portello

PRODUCER / CONTACT:
info@milanounica.it

milanounica.it

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WHITE MILANO

White is an international contemporary fashion showcase, but also a cultural reference for a generation of designers, stylists and artists who consider the fair in via Tortona 27, 35 and 54 a valuable take-off field.

White offers to buyers a unique brand mix that aims to showcase the best designs from international contemporary fashion. Thanks to this strong buyer-oriented strategy, *White* is attended by more than 17,000 buyers from the most important multi-brands in the world. *White* is also a prestigious platform for niche brands and the ideal stage for all those Italian and international companies which recognize themselves in the *White* character, made of creativity, harmony and eco-ethical commitment.



LOCATION:
Via Tortona, 27-35-54,
Milano, Italy

KEY SEGMENTS:
contemporary and cutting-edge
womens- and menswear,
accessories, beauty, eyewear

OPENING DAYS / HOURS:
17-18 January, 9.30 am-6.30 pm
19 January, 9.30 am-5.30 pm

PRODUCER / CONTACT:
M seventy,
Via Brembo 23, Milano,
Tel.: +39-02-34592785

whiteshow.it

MILAN

MICAM

Italy's specialized footwear trade show will display a new format and reorganization of space to make buyers' visits easier and optimize the time they spend at the trade fair.

LOCATION:
Fiera Milano,
Strada del Sempione, 28,
Milan, Italy

KEY SEGMENTS:
footwear

OPENING DAYS / HOURS:
15-17 February, 9.30am-7pm,
18 February, 9.30am-4pm

PRODUCER / CONTACT:
Association of Italian
Footwear Manufacturers

micamonline.com