



Discover the core of Milan Fashion Week at WHITE, the show for fashionistas and industry leaders



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If Milan is the heart of the Fashion World, then the WHITE show is the atria. Beating at the center of the **Tortona** Fashion District, the twice-yearly trade show is a crossover of art, design, culture and technology, a launch pad for a careful selection of small and medium businesses with an emphasis on sustainability.

For whilst you'll find Bella, Gigi and Kim sat front row or strutting down the catwalk at Gucci and Fendi, WHITE is where the ultra-stylish fashion industry insiders are learning about sustainable, leading-edge innovation and buying ethical brands to sell in the world's biggest stores. It's a fashion platform for experimenting designers and new generation start-ups, but with a conscious.

Sustainable vision: The trade show is a crossover of art, design, culture and technology, a launch pad for a careful selection of small and medium businesses

Engaging: The 20 thousand buyers attending learn about the latest materials and hi-tech processes and enjoy the immersive experiences of the multimedia installations

Buyers, editors, designers; they're at WHITE. It's a networking hub and a place of style influence and fashion forecasting, but it's very ethos is how the industry can do better. Fashion Week's have become rather redundant and as we emerge from a post-Pandemic world our appetite for fast fashion every season has become even more



stale.

Smart fashion: The 330 brands on show at the WHITE exhibition are focused on premium and smart supply chains

Fashion shouldn't cost the earth and WHITE wants to address just how much waste there is in the fashion system, and how we can change it. Fast fashion has an enormous environmental footprint from production to disposal but the 330 ethical brands on show at the WHITE exhibition are focused on premium and smart supply chains that aim to make the dream of a smart fashion wardrobe become a reality.

Over 20 thousand buyers from the world's biggest stores come through the WHITE doors every season to browse the brands, learn about the latest materials, hi-tech processes and enjoy the immersive experiences of the multimedia installations.

There are informative talks and workshops too, which are also open to schools, to further educate the attendees.

Key supporters: BMW Sustainable Mobility are one of the big names to partner with the trade show

Ethical fashion: Fashion shouldn't cost the earth and WHITE wants to address just how much waste there is in the fashion system, and how we can change it

Ethical fashion might be a relatively new conversation in the fashion world today, but incredibly it's been at the forefront of the WHITE show since it was started 20 years ago by husband and wife duo, **Brenda Bellei Bizzi** and **Massimiliano Bizzi**. Even the exhibition itself is 360 degree sustainable, the furniture is stored away and reused each season.

The premise of the show has stayed the same ever since it began all those years ago but having weathered the COVID storm there have been a few updates this year. WHITE now features the strapline 'Sign Of The Times' which they say 'means accepting how times are changing and how much we are willing to be part of it through new projects and revolutionary ideas that give voice to the dreams of new generations.'

Educational: Visibility, story-telling and promotion are hot topics of the day during informative talks

Located in the iconic via **Tortona** 27 district, the show is spread over four areas for an immersive experience that transforms the concept of a trade show. In the main Superstudio Più, small emerging brands sit alongside bigger names like Attico, Linda Farrow and La Milanese, with the best of Californian denim (Boyish, RE/DONE, Paige, Frame, L'Agence) being showcased in the Luxury Lounge space.

In the Circle Room you'll find the expo-installation designed in partnership with the Berlin magazine 032c and Dimore Studio, a creative project involving cutting-edge and established brands such as Acne Studios, LeCavalier and Kasia Kucharska.

The White Cube, a trade show within a trade show, is dedicated to contemporary footwear brands such as Thomas Newman, Dubie and Havva. Whilst the prestigious London Showroom returned to WHITE for the second time this February too. Here the British Fashion Council chose ten emerging designers including S.S Daley, Roker and Yuhan Wang to showcase their collections at the fair.

And it's not just fashion, there are three transversal partnerships involved with sharing the goal of a sustainable and circular economy; BMW Mobility, Scalapay Innovative FinTech and Brandart Sustainable Packaging.

A hive of activity: Visitors spend their days networking and doing business

Exploring the WHITE show gives one hope that there are parts of the fashion, art and



technology industries that accept times are changing and there are brands committed to a more sustainable future. In many aspects of life it's time to re-think our visions, and re-imagining these areas to be kinder on the environment and individuals feels like a good place to start.

Art: In the Circle Room you'll find the expo-installation designed in partnership with the Berlin magazine 032c and Dimore Studio

A buzz of energy: Located in the iconic Superstudio Più, in via **Tortona** 27, the show is spread over four areas for an immersive experience that transforms the concept of a trade show

