



A new era of fashion: Trade show WHITE MILANO brings together the industry's biggest talents



A new era of fashion: Sustainable trade show WHITE MILANO brings together the industry's biggest talents in one of the most anticipated events of Fashion Week

- WHITE MILANO is a twice yearly trade show connecting the leading innovators and arbiters of the fashion industry
- The four day event attracts the top buyers from the world's chief department stores like Bergdorf Goodman, Bloomingdales, David Jones & MatchesFashion
- Showcasing cultures from around the world, the event acts as a launch pad for some of the the best emerging, environmentally-friendly small brands
- With an emphasis on sustainability, WHITE celebrates both the creative talents and the manufacturing companies that are committed to ending fast fashion

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Founded in 2000, WHITE Milano has earned it's reputation as one of the most influential and anticipated events of Fashion Week. The event is a meeting point par excellence for buyers from the world's biggest department stores like Bergdorf Goodman, MatchesFashion.com, David Jones Australia and Bloomingdales, connecting them with over 400 emerging ethical brands who are setting the agenda for the future of the fashion industry.

For four days twice a year, the show takes over five locations in Milan's iconic Tortona fashion district, with over 27,000 stylish visitors immersing themselves in the interactive marketplace. Sustainability is the ethos with all the brands selected committed to creating beautiful high-quality clothes, with a clear conscious.

From ethical supply chains, to using upcycled fabrics and natural dyes, to producing collections in a socially responsible manner, the brands exhibiting at the show are setting the scene for the future of an industry fatigued with fast fashion consumer consumption.

Innovative: For four days twice a year, WHITE takes over five locations in Milan's iconic Tortona fashion district, bringing together some of the most influential fashion powers in the world

Global reach: WHITE showcases collections from countries that belong to an



unconventional geography of fashion side by side

The show holds the visionary spirit of wife and husband duo **Brenda Bellei** Bizzi and **Massimiliano Bizzi** who 21 years ago were having the sustainability conversation long before most others. Now the exhibition has become influential not just for the business of buying and getting these small brands into big places, but also for inspiring the industry as a whole to make fashion more ethically and environmentally responsible.

It's an impressive event, walking through the white washed walls from booth to booth you are continuously met with innovative brands thinking outside the box. Every company has a story that they believe in and a production process that they are proud of.

Concept show: The exhibit has the goal of communicating values aimed at sustainability and technical innovation, without forgoing it's fashion authority

Style with substance: Well-healed visitors explore and support the talent of young creatives from all over the world

Showcasing cultures from around the world, this September WHITE brought together the best creative talents from the likes of the Netherlands, Brazil, South Africa and for the first time, Saudi Arabia, merging their very different approaches to design and craftsmanship seamlessly.

While Dutch brand Hul Le Kes focused on the beauty of imperfections by upcycling century old linen into beautiful capsule closet pieces, Italian lace house Iluna Group impressed with technical production practices that ensure significant savings in water and energy consumption, and the 'Saudi100Brands' project went for social advancements with female-empowering, high-octane glamour with couture creations full of contemporary flair.

Burak Cakmak, CEO of Saudi Arabia's Fashion Commission, explained what the 'Saudi100Brands' program (of which 85% of the presenting designers were female) wanted to achieve from the show: 'From jewelry, to ready-to-wear, to bridal, Saudi fashion is unlike anything else. It is extraordinary, unique, opulent and meticulously crafted. It was incredible to see such interest from a b2b international market this week in Milan.

'Our participation in **WHITE Milano** allowed Saudi designers to take their place on the global stage, further enabling the growth of the thriving fashion industry. This aligns with the Fashion Commission's vision of evolving the Kingdom's fashion industry while responding to global needs and contributing to the economy.'

Innovative design: Dutch brand Minois aim to empower women in their busy every day lives with stylish leather bags that feature internal phone chargers

Interactive: Hours are spent finding fashion inspiration over the 19,850 sqm event

This season there was an over-arching theme called 'An Eye On The Future', combining the communitive power of art digital to sustainability and the beauty of animals in nature. This artistic link between innovation, fashion and morality is rife within WHITE and it's promising to see so many brands fusing traditional craftsmanship quality with creative style and pioneering technical practices.

Impressive: Dyloan link the world of technology, creative and technology with their collaborations

The show, under the artistic direction of **Massimiliano Bizzi** and Beppe Angiolini, was backed by MAECI and ICE Agenzia and in partnership with Confartigianato Imprese, as well as the contribution of Regione Lombardia and the aegis of the Municipality of Milan.

In synergy with WHITE and its contents, the partners Scalapay Innovative FinTech



Partner and BMW Sustainable Mobility Partner chose the trade show to communicate a value system aiming to sustainability, digitalization and circularity.

To see so many sectors passionately coming together to furthering the smart ethical fashion narrative is exciting. WHITE is unique in that way, it celebrates both the creative talents and the manufacturing companies that are committed to the sustainability cause, giving buyers access to the niche brands and businesses spearheading the smart fashion movement- all under one roof.

