

WHITE Woman

26 · 27 · 28 Settembre 2015
via Tortona 27 · 35 · 54

A WINNING FORMAT FOR SHOWCASE LEADING CONTEMPORARY FASHION

An International show, with the patronage of the **City of Milan**, designed to valorise a brand-mix of trends amidst experimentation and handmade specialties, the varied and cool outcome of a direction which more and more cares for research and for the needs of the main markets, will enliven again **TORTONA FASHION DISTRICT**, the nerve centre of fashion in Milan, the undisputable World capital of fashion business.

With its parterre of exhibitors, which is almost to reach 500 units (34% are International brands), White confirms its leadership in terms of taste for research derived from the culture of innovation and product.

For 15 years, White has been marking the divide between old exhibition clichés and future fashion; with its free mood, open to the spurs deriving from its experimental dna, able to absorb and to take possession of the languages of artistic avant-garde with no limits, found in the street, from music to figurative arts, it wins once again thanks to the original character of its format. A team of passionate professionals, who love fashion and the most genuine expression of International contemporary culture have been enriching the exhibition, edition by edition.

The **186 new entries** of this edition are the result of an unceasing research which entails a turnover, veritable oxygen for an exhibition tailored to the needs of the buyers. «On each edition, we aim at creating a turnover equal to more than 30% of our exhibitors» explains **Francesca Cella**, general manager and number one of the style-team of White. «This is why we do not like to be compared to sector trade fairs for which continuity is an acquired datum. While White, at each edition, brings to Milan an impressive number of collections, often new, through which its offer is constantly renewed. It represents a very demanding work but it has given – and it will give – its results in terms of top-notch attendance ».

The outsider window of woman fashion in Italy is again the protagonist within the location of **Tortona 27** (Superstudio Più), **Tortona 35** (Hotel Nhow), and **Tortona 54** (ex Ansaldo factory) and (**18.500 total** squared metres covered by the exhibition and **20thousand** visitors expected) during the Milan fashion week with its best contemporary proposals, which on an international scale are the jewel in the crown of research. And once again the White visitors and friends will be amazed by its fitting.

«When the White project was born» states **Massimiliano Bizzi**, founder of the exhibition located in via Tortona «I had a clear vision of a basic concept: the creation of a new show, different from all the others, whose strong point was the research for new brands to attract top retailers to Italy. In such an important moment for Milan, the city of Expo, and for fashion, a leading sector for Italian economy, I am very proud of declaring that White is renowned and appreciated for being the main showcase for international trends ».



The refined, design-oriented environment is the other winning ticket of White. All the fittings are designed in-house and made by skilled artisans; for the upcoming edition, the interiors of the contemporary showcase will evoke the warm atmospheres of the aristocratic salons, with three-meter height mirrors that reflect light and hundreds of vintage carpets scattered within a gold and burgundy whole.

«This show is one of the most innovative events of the fashion week» - commented **Milan's City Councillor for Fashion and Design Cristina Tajani**. «An event much expected by the operators having found its headquarter within one of the most dynamic quarters of the city, the ex-Ansaldo factory spaces, with the aim of enhancing Milan's excellences and young talents under the aegis of creativity and innovation».

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TORTONA 27

In order to meet the needs of fashion, which must be able to conquer a more varied public, the September 2015 edition is enriched by new proposals, to be resumed under the name of: **WHITE SELECT**, the brand-mix par excellence focussed on International appeal and on a mood which can be found in the collections by **Almaz**, the European brand known for its sophisticated style which crosses romantic details with masculine accents, those by **Arthur Avellano** who sorts out a futuristic plot made of silk-screen printed latex, mixed with knitwear made of natural fibre like silk and cotton total black, those by **N3m-Noitremilano** with its unisex shoes, those by **Giuliana Mancinelli Bonafaccia**, author of sophisticated jewels, up to the German designer **Tim Labenda** who has signed a sexy and elegant collection and the refined elegance of clutch bags by **Rodtness**. The looks proposed by the White style-team are completed by the cosmopolitan shoes by the African—Portuguese designer **Susana Traça** contrasting with a refined ensemble to the timeless pieces by **Angelosergio Santoni** and to the breath-taking décor by the German label **Zaafar**.

Among the most significant new entries of the next edition, we would like to mention **Sapopa**, the Italian brand that best interprets an all-American trend: the introduction of activewear in everyday womenswear through silk and cotton pieces which charm with their lines, volumes and for the appeal of entirely made-in-Italy creations. Another new entry at Tortona 27 is **Bonomea**, the brand of accessories and jewels that gathers three exquisitely Italian distinguishing marks: the tradition of Milan leather working, the high art of goldsmith from Vicenza and the handmade refinement of tanned leather from Veneto and Tuscany.

The same location is destined to strengthen the synergy between White and International showrooms, like **Baltimora Studio** from Milan and **Six London Showroom** from London which confirm their attendance at the show in via Tortona, renewing, season after season, the selected brands portfolio. The edition about to start will feature **Anine Bing**, the Danish experimental brand and one of the most popular within the main concept stores of the world; **Damselby** by the Australian designer Christianna Heideman and **For Love & Lemons, One Teaspoon, Paris Texas, Unrealfur** and **Vanessa Mooney**. Once again, Six London Showroom has chosen White to present the new contemporary shoes collection by **Toga Pulla Footwear**, as well as the creations for woman for the s/s 2016 season signed by **Markus Lupfer, Swear London, Thakoon Addition, Toga Pulla Footwear** together with two new brands: **Dora Teymur** and **Each X Other**.

A Special Area is reserved once again to **Collection Privée?** designed by Manuela Arcari and Massimo Bizzi, by **Virginia Bizzi** at its fifth season of pop style printings as well as to the brand **Faliero Sarti** proposing its iconic scarves created by Monica Sarti. Attendance reconfirmed also by the brand **Ivories** with urban, ethnical and sophisticated total look.

The **Basement**, the underground area of Superstudio Più which collects the best proposals of international research, features seven outsiders like **Henrik Vibskov** a historical presence at White, for the Californian denimwear label **69**, together with **Arielle De Pinto, Katrine Kristensen, Vibe Harsloef, Node, Barbara Alan** and **Building Block**. Also **Ermanno Gallamini** will be back to the Basement with a new collection of ponchos and cloaks and other Italian contemporary brands, like **Nostrasantissima, Peter Non** and **Album di Famiglia Design Collection - serie numerata**.

Inside, the space dedicated to young manufacturers of contemporary fashion in their start-up is back at Tortona 27 with a format focussed on twelve brands, selected by the White team by sticking to criteria that puts the value of workmanships and the sophisticated appeal of creation in the forefront. Like **10Bags Lapalombella**, the label of origami-bags derived from the inspiration of young and eclectic accessory designer Marta Lapalombella. The

brand **07A** plays its cards on a concept of clothing and design which describes pure geometry, thus creating an experimental space which explores the contrast with the human body. Craftsmanship, Italian character, sustainability, surprise, simplicity and uniqueness are the premises of **Animadvertete**, a project by Laura Tolfo aimed at enhancing its predisposition for the themes of sustainability. **Akaso** is a collection of jersey pieces structured around a concept of body painting co-creation which connects African artists and Belgian stylists. **Balossa** is the brand of white blouses created by Indra Kaffemanaite, while **Benedict** is a declaration of sophisticated eccentricity, irreverent, extravagant but also delicate collection of definitely unconventional accessories. **Ortys Officina Milano** signs bijoux with opposed materials and volumes; while **Lura** is a label of modern, fresh, functional bags designed by Yvonne Roe, an American designer with Korean origins, an expert in fashion accessories development.

ALL YOU NEED IS WHITE – The words of a famous song by the Beatles become the title of a show at **MyOwnGallery**, through which **Flavio Lucchini** expresses his artistic research aimed at freeing feminine clothes from frailness and frivolity. Amidst art and fashion, the author develops the white theme through paintings, drawings, sculptures, high-reliefs and digital-paintings on subjects that range from haute-couture to burka. Catalytic resin, plaster, acrylic colours, textile materials, painted steel, pictorial processing of photographs are the tools to fold into drapes, flounces, texture, spirals, geometrical shapes or traces of woman on the uncompleted faces or amidst the crowds of veiled figures for which colour is just a superfluous detail.

TORTONA 35

A new entry for the area, which brings a selection of brands, symbol of modernity and research into the spaces of the Hotel Nhow. It is **Ultràchic**, the Milan-based womenswear label created by Viola Baragiola and Diego Dossola, among the ten finalists of the Time Award 2015 contest which was awarded the special prize Russian Buyers Union. The new collection presented as a preview on the catwalk of Milano Unica, staged during the last days in via MonteNapoleone, charms for the modern character of colours combinations and new-look volumes.

Among the artworks exhibited by Manuela Masciadri, one of the most eclectic photographers on the Italian fashion scene, **White Bijoux** is staged again at Tortona 35: it is a retrospective dedicated to jewellery, with brands selected in cooperation with the virtual showcase by **Birik Butik**, each one with a plus which distinguishes it for its research and quality of materials. Like **Mvp** by Maria Vittoria Paolillo, which presents a collection of silver jewels that blend artisanal tradition with contemporary aesthetics, **Design Digest** with its minimal stainless steel creations, **Yael Salomon** who creates jewels loved by the celebrities and who can boast a past as a curator of art shows and **Giulia Barela**, skilled at creating bronze and silver bijoux. In addition, others brands like **Nach Bijoux** aim at porcelain, others like **Pepper Chocolate** feature high-end jewellery with finely chiselled proposals. Finally, big return to White after its debut of last June for **Bliss Lau**, from New York, winner of Time Contemporary Award first edition with its fine silver cobwebs to be worn as if they were clothes.

TORTONA 54

The area of the Ex Ansaldo factory becomes the flagship of contemporary pop fashion. Over a surface of 4.500 square metres obtained from the gem of post-industrial archaeology in Milan, today a cultural crossroad of international character, White focuses on pop trends, through a playful and winning brand mix. We highlight brands like **Irregular Choice**, with its cartoon-style shoes, ironically British, **Anjuna**, the ethnical-beach collection designed by Emanuela Corvo, **Teva**, the label rising from outdoor which has established itself with its strap in and go sandals. Again, **Braintropy** which is something more than a collection of bags. In fact, the brand is integral part of Jamila, the charity project aimed at supporting Fondazione Pangea Onlus dedicated to women living in Kabul, Afghanistan. Braintropy will also be the protagonist of the show **La Moda Cambia** (Fashion changes) staged at **MyOwnGallery** at 27/a via Tortona.

The most perfumed area of White which welcomes its visitors at the location Tortona 54 proposes eight specialists of artistic fragrances and cosmetic products: **Bombay Lab – Italy** with its must-have pieces together with new olfactory combinations, also proposed by **Histoires de Parfums**, with the new collection created by Gérald Ghislain, but also with **Morph Parfum**, the label created by the meeting of two young designers, together with **Naso di Raza**, **Teatro Fragranze Uniche**, **Nuncosmetic**, **Valgrande Sensorial** and **Aquaflor Firenze** featuring custom-made perfumes for the White visitors.

Selected labels of the most outstanding eyewear, scattered about the different locations, will integrate the high-end White brand mix. Glasses, which have become an essential element of everyday looks, are positioned at strategic points of the huge contemporary showcase with the latest collections signed by the most cutting-edge labels on the international scene, like **//Delirious**, **Haze Collection**, **Eyepetizer Eyewear**, **Robot**, **Spektre Sunglasses**.

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