



London Show Rooms returns to White Milano

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The British Fashion Council has confirmed that London Show Rooms will collaborate with Italian trade show White Milano again this year.

White Milano" loading="lazy" id="2c3fd70f">

London Show Rooms provides British designers with a pop-up showroom space outside London to showcase their collections and raise their profiles in international markets.

Following its "successful launch" at White Milano in September 2021, it will take place again this year from 24 to 27 February 2022 at Superstudio Più in Milan.

Womenswear designers set to present their designs include Chet Lo, Eftychia, Feben and Yuhan Wang.

The menswear brands showing in the space will be Robyn Lynch, SS. Daley, Jordanluca and Labrum, in addition to footwear brand Roker. Men's and women's designer Carlota Barrera will also present her collection.

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