A NEW WAVE OF YOUTHFUL ENERGY ENLIVENS THE TORTONA DISTRICT WITH WHITE



The trade show further cements its presence in the Tortona District with two new venues, while recording a 24% increase in exhibitors. The event's international reach is also gaining momentum, with foreign buyers up 14% and Italian buyers up 10%, bringing the total number of industry professionals attending to 9,000.



(01) Donde Esteban







(02) Kimhekim, (03) Sexsdreams, (04) Batakovic

From September 24 to 27, WHITE extended across the entire Tortona Fashion District, making a significant contribution to enhancing its vibrancy and appeal throughout Milan Fashion Week. Thanks to a dynamic programme of events, talks, workshops, podcasts, pop-ups and networking opportunities, the district was transformed into a true meeting point for the **fashion community**, bringing its spaces to life beyond exhibition hours and creating new opportunities for connection, discovery and business.

WHITE's presence has brought renewed energy to the area, further strengthening its identity as a contemporary, dynamic and international hub, increasingly attractive to **brands, industry professionals, buyers, creatives and the wider audience**. Through its new **business model,** which brings together B2B and B2C, WHITE has also introduced an innovative programme of public events, helping to further enhance the appeal of Via Tortona.

As part of this ongoing journey of growth and development, WHITE is also strengthening its collaboration with **BolognaFiere–Cosmoprof**, which will support the show in further advancing its internationalisation strategy and developing future B2C projects in the Tortona District.

WHITE continues to consolidate its growth, reaching **450 brands**, a **24%** increase compared to the September 2025 edition, also driven by the opening of two new venues: **T31**, dedicated to lifestyle, accessories and beauty and **T35**, showcasing a resortwear selection, joining the show's established **T27** and **T54** locations. These are complemented by the new **Nuvola** area, dedicated to accessories, and **Box area**, focused on **streetwear, urban and denim**. This expansion has further strengthened the show's international appeal, featuring **Italian buyers up 10% and international buyers up 15%.**

Among the buyers in attendance were: David Jones from Australia; Holt Renfrew from Canada; Planhotels Hospitality Group from Switzerland; Aguamanil from Colombia; Strøm from Denmark; SUUS from Spain; Le Bon Marché and Printemps from France; Simple Caracters, Apoella and Mitsis Resorts from Greece; Le Mill from India; Hankyu and Takashimaya from Japan; Strings Attached from Jordan; Pauw from the Netherlands; Salam Stores and Harvey Nichols from Qatar; Margo from Russia; Liberty, Selfridges and Layers from the United Kingdom; Bloomingdale's, Sandy Lane and Eden Rock from the United States; MyTheresa.com and L&T from Germany; One&Only from the United Arab Emirates; Grace Bay Resorts from Turks & Caicos; Cheval Blanc from St. Barth; Anais from Ibiza & Formentera; and, representing the worldwide market, Rocco Forte Hotels and Belmond Hotels.



(05) Pleaides



(07) Marcell Pustul



(06) Vlisco

The **B2C** programme proved highly successful, drawing thousands of visitors to the district.

The event was held under the patronage of **Regione Lombardia and the Municipality of Milan, with the support of MAECI – Ministry of Foreign Affairs and International Cooperation, ITA Agency, and in partnership with Confartigianato Imprese.**

Among the key highlights of this edition, numerous brands attracted particular interest from international buyers, due to collections that successfully combine innovation, originality and a distinctive identity.



(08) Ibeliv



(09) Kimhekim

Starting with **KIMHĒKIM**, the edition's special guest, the Korean fashion house founded by Kiminte Kimhekim, which reinterprets contemporary tailoring through a sophisticated and experimental aesthetic. **IBELIV**, showcased in the Loft with its raffia bags and accessories, crafted using artisanal techniques and with a strong focus on preserving and enhancing traditional savoir-faire. **Batakovic Belgrade**, the Serbian brand founded by designer Ivana Batakovic, with a collection that combines contemporary elegance, functionality and meticulous attention to materials. Particularly well received were also the brands brought to the show through the collaboration with **Chapters by Federica Montelli**, including **DUHA**, a footwear brand offering sculptural, contemporary designs with a strong artisanal component. On the resortwear front, **Donde Esteban**, the brand by Esteban Cortázar, attracted significant interest with its interpretation of the holiday wardrobe through vibrant prints, relaxed silhouettes and an aesthetic that blends Caribbean and Mediterranean influences. Also standing out was **Vlisco**, the historic textile brand renowned for its distinctive printed fabrics and iconic **Wax** universe.



(10) Donde Esteban



(11) Duha

The Italian lifestyle world of **Alessandro Enriquez** popped out, with its vibrant and playful aesthetic spanning fashion, home and design. **Marcel Pustul** also received an excellent response with a fashion offering defined by a strong contemporary and experimental character. The design and lifestyle brands **Les Ottomans**, **Qeeboo**, **Poltronova** and **Giobagnara** were particularly successful, as were names such as **Granado**, the historic perfumery label founded in Rio de Janeiro, which brought its olfactory universe inspired by nature and Brazilian culture to the show, alongside **Longevity** and **Beautick** by Beppe D'Elia.

The international dimension also played a prominent role, with the participation of organisations from **Armenia, Brazil, Spain, the Canary Islands, Romania, India and Colombia**, through collaborations with fashion weeks and institutions. This network further establishes WHITE as a platform connecting Made in Italy with emerging creative and commercial landscapes around the world.



(12) Les Ottomans



(14) Alessandro Enriquez

We would like to extend our heartfelt thanks to our mobility partner, **Gruppo Renord S.p.A.**, which provided a courtesy car service throughout the show, facilitating transportation for industry professionals around the city. The evening events organised by WHITE also featured three key players from the beverage industry: **Villa degli Olm**i, an Italian winery with an extensive portfolio of wines and sparkling wines; **Consorzio Valtènesi**, a leading expression of the winemaking culture of the Brescia side of Lake Garda and a promoter of its appellations; and **Winelivery**, an Italian platform specialising in the selection and delivery of wines, beers and drinks.

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(13) Batakovic

"Speaking off my brand Faliero Sarti and the brands I brought together through the Monica & Friends project, I am delighted to have contributed to a particularly vibrant edition of WHITE, marked by a significant increase in international buyers," says **Monica Sarti, Vice President of WHITE.**

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