

# ON THE BEACH

POWERED BY

WHITE<sup>®</sup>  
RESORT

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2026

T54 | BASE MILANO | VIA TORTONA, 54  
TORTONA FASHION DISTRICT

MILANO

## ON THE BEACH DEBUTS: A NEW EVENT FEATURING POP-UP SHOWROOMS AND TALKS FOR RESORT HOTELS

From June 18 to 20, **On The Beach** powered by **WHITE RESORT** will make its debut. The new event is the result of a collaboration between the **WHITE** team, **Showroom 360**, and **Maison Allumeuse**, who will also be partners of the next **WHITE** edition, scheduled to take place from September 24 to 27, 2026, in Milan's Tortona District.

Hosted at **BASE Milano, Via Tortona 54**, **On The Beach** is a special format designed to create new business opportunities across the **fashion, tourism, hospitality, and lifestyle** sectors. The project aims to introduce fashion brands into the boutiques of leading luxury resort hotels, targeting an international high-spending clientele. The event combines brand presentations within a **multi-brand showroom setting, three dedicated pop-up spaces, and a series of talks and networking opportunities**. Through new dates and a new location, the format reflects a significant evolution, offering a more focused, contemporary experience centered on quality relationships and meaningful business connections.

To strengthen the presence of representatives and buyers from luxury resort hotels, **WHITE** has partnered with **Maison Allumeuse**, a well-established player in Italy's luxury hospitality sector that is gaining increasing international recognition.

**On The Beach** showcases a curated selection of brands particularly suited to the resort market. Among the highlights of this first edition are **12 Colombian brands selected by Makeno**, the Medellín-based concept store founded by **Paola Betancur and Manuela Rubio**. A benchmark for contemporary Latin American design, **Makeno** brings together more than 120 established South American designers across fashion, accessories, jewelry, and lifestyle, promoting Colombian authenticity, craftsmanship, and independent talent on the international stage.

Also featured at **On The Beach** is the **Monica & Friends pop-up by Monica Sarti, Vice President of WHITE**. Together with a group of carefully selected companies, she will present the evolution leading to the concept of the new **"ideal boutique"** within luxury resorts.

For the June 2026 edition, **Chapters** has been selected as the **pop-up partner** to interpret the **On The Beach** theme through a curated selection of brands that embody a new vision of summer—free-spirited, contemporary, and authentic. Curated by **Federica Montelli**, the project highlights emerging talents, innovative creative languages, and brands with strong growth potential. More than a selection of products, **On The Beach** by **Chapters** is a narrative of visions, aesthetics, and perspectives that transforms the event into a space for discovery and inspiration. **Chapters** was founded on the belief that every project is a story in constant evolution.

The partnership between **WHITE** and **Gran Canaria Swim Week (GCSW)** has been renewed for both the June and September 2026 editions, further strengthening its international positioning and reinforcing ties with one of the leading global platforms for swimwear and resort fashion. Now in its second year, the collaboration establishes a solid connection between Gran Canaria's creative ecosystem and **WHITE**'s international platform. As part of the partnership, **On The Beach** will host designer **Elena Morales, winner of the GCSW 2025 Best Sustainable Collection Award**, helping to increase the international visibility of emerging talent from the island ahead of the next edition of **Gran Canaria Swim Week, scheduled to take place from June 24 to 27, 2026, in Gran Canaria**.

This initiative is part of the internationalization strategy promoted by the Cabildo de Gran Canaria through the **Gran Canaria Moda Cálida** program, in collaboration with the Chamber of Commerce of Gran Canaria, with the aim

of strengthening the international presence of the island's brands and positioning Gran Canaria as a global hub for swimwear and resort fashion.

Throughout 2026, WHITE and GCSW will develop a series of promotional, networking, and international communication activities targeting buyers, press, and industry professionals. The agreement also includes an international communication plan running from May through September, as well as the presence of Gran Canaria Swim Week within the On The Beach powered by WHITE and WHITE Milano projects.

#### **WHITE Resort and Allumeuse**

As part of the collaboration between WHITE Resort and Allumeuse, created to foster the increasingly close dialogue between the worlds of fashion and hospitality, a series of three talks open to the public will explore the evolving relationship between these sectors and the increasingly central role that hotels and resorts play within today's lifestyle ecosystem.

#### **The New Curators | Beyond the Boutique: When Hospitality Becomes the New Space for Discovery - 11.30am - 12.30pm**

The first talk will examine the transformation of hotels and resorts from places of accommodation into true platforms for experiences, content, and connections. Moderated by **Elisabetta Canoro**, an internationally recognized hospitality journalist, the panel will feature **Alfredo Petrone, General Manager of the Grand Hotel et de Milan; Antonella Merli, Director of Sales & Marketing at Collegio alle Querce, Auberge Resorts Collection; and Alexandra de Witt Montaudouin, Curator & Retail Strategy Consultant for Bvlgari Hotels & Resorts.** Drawing on the experiences and perspectives of these industry leaders, the discussion will explore the growing influence of hospitality within the contemporary lifestyle landscape and its role in shaping new forms of retail, culture, and customer engagement.

#### **Monica & Friends 12:30pm - 1:30pm**

The second talk, **Monica & Friends**, will bring together the brands **Monica Sarti, Kristina Ti, Collanine Colorate,** and **WDRINK** for a conversation on the experiences, visions, and strategies shaping contemporary retail. The discussion will focus on the evolution of the new "ideal boutique," exploring themes such as brand identity, product curation, customer relationships, and the changing demands of today's market. The talk will be moderated by **Brenda Bellei, CEO of WHITE.**

#### **Resortcore: The Cultural Phenomenon Reshaping Fashion and Distribution Channels 3:00pm - 4:00pm**

The third talk, **Resortcore: The Cultural Phenomenon Reshaping Fashion and Distribution Channels**, will be moderated by **Ornella D'Alessio**, travel journalist for some of Italy's leading publications. The panel will feature **Luigi De Santis, CEO of TRUE**, a company specializing in the development of

projects at the intersection of hospitality, lifestyle, and communication, alongside **Barbara Rohner, General Manager of Magna Pars**, the independent hotel born from the **Martone family's** longstanding expertise in the world of fragrance.

Through first-hand experiences and compelling case studies, the discussion will explore how hospitality is increasingly becoming a platform for brands and industries traditionally outside the hotel sector. The panel will examine how this evolution is creating new opportunities for engagement, discovery, and brand positioning, while redefining the relationship between fashion, lifestyle, and contemporary hospitality.

#### **Short Bio**

##### **Alfredo Petrone – General Manager Grand Hotel et de Milan**

With more than twenty years of experience in luxury hospitality, Alfredo Petrone has built his career managing some of Italy's most prestigious properties across Sardinia, the Amalfi Coast, Cortina d'Ampezzo, and Milan. After serving as Director of Operations at Park Hyatt Milan, he was appointed General Manager of the Grand Hotel et de Milan in 2026, the historic five-star property and member of The Leading Hotels of the World. In 2025, he was selected for the Forbes Travel Guide Rising Star Program, dedicated to emerging talents in international hospitality.

##### **Antonella Merli - Marketing Manager, Collegio alla Querce, Auberge Resorts Collection**

As Marketing Manager of Collegio alla Querce, Auberge Resorts Collection, Antonella Merli oversees the communication and positioning strategy of Florence's newest luxury destination. With extensive experience in hospitality and luxury marketing, she develops projects, partnerships, and experiences that enhance the brand's identity while creating meaningful connections between international guests, local culture, and the surrounding territory.

##### **Alexandra de Witt Montaudouin – Curator & Retail Strategy Consultant, Bvlgari Hotels & Resorts**

A curator and strategic consultant specializing in the luxury sector, Alexandra de Witt Montaudouin collaborates with Bulgari Hotels & Resorts on the development of retail concepts and experiences that seamlessly integrate hospitality, design, art, and brand storytelling. Through an approach that combines cultural curation with strategic vision, she creates distinctive experiences that strengthen the relationship between guest, destination, and brand.

##### **Brenda Bellei Bizzi – CEO of WHITE**

**Co-founder**, together with her husband **Massimiliano Bizzi**, and CEO of WHITE, the internationally renowned trade show dedicated to contemporary womenswear, held every February and September during Milan Fashion Week. She oversees the group's Business Development and Internationalization strategies, with the objective of strengthening and expanding WHITE's presence across global markets.

**Monica Sarti – Vice President, WHITE | Founder & Creative Director, L'Accessorio | CEO, Lanificio Faliero Sarti**

Passionate about art and creativity, Monica Sarti has built a professional path that combines an international outlook—shaped through her studies in the United States—with the tradition of Italian textile excellence. **Since 1995, she has been Founder and Creative Director of L'Accessorio and, since September 2025, Chief Executive Officer of Lanificio Faliero Sarti.**

**Cristina Tardito – Designer Kristina Ti**

Creative, sophisticated, and passionate, **Cristina Tardito** has developed a distinctive aesthetic universe through **Kristina Ti**, reflecting both strong character and an ever-evolving vision of femininity. Her designs embody a minimalist yet sensual approach to fashion, representing a way of being before a way of dressing.

**Collanine Colorate**

**Lorenzo Franchini and Giacomo Giovagnoli are the founders of Collanine Colorate**, an Italian artisanal brand specializing in handcrafted chokers made from premium natural materials, including gemstones, freshwater pearls, shells, and glass beads. Each creation is designed and produced in Italy, combining craftsmanship and creativity to create authentic, colorful accessories that bring personality and style to everyday life.

**Simona Berger – Founder of WDRINK**

Founded by Simona Berger, WDRINK is a collection of aromatic botanical waters crafted from carefully selected organic Italian botanicals, hand-harvested and steam-distilled according to a refined artisanal tradition. The collection features twelve botanicals, ranging from the most familiar to the rarest varieties, all free from alcohol, sugar, and preservatives. The result is a unique sensory experience where flavor, aroma, and Italian craftsmanship come together.

**Trudy Berger**

A luxury industry professional, Trudy Berger is the founder of **Brand Therapy**, a Monaco-based consultancy specializing in strategic development, relationship management, and high-end experiential projects. She is also co-founder of **LUSSO 360**, a podcast dedicated to luxury and management, where she shares insights, trends, and industry perspectives alongside leading professionals and executives.

**Ornella D'Alessio – Travel journalist**

An award-winning journalist, travel writer, and author of

travel guides and reports, Ornella D'Alessio brings more than thirty years of experience in travel journalism. An avid traveler who has visited over 80 countries, she regularly contributes to some of Italy's leading publications.

**Luigi De Santis – Fondatore of True**

Luigi De Santis is an Italian entrepreneur specializing in hospitality and luxury travel. He is best known as the founder of TRUE, an international network dedicated to promoting authentic Italian destinations to luxury travel advisors and buyers. Founded in 2022, TRUE organizes influential industry events including TRUE Puglia and TRUE Sicily.

**Barbara Rohner – General Manager di Magna Pars**

Barbara Rohner is the General Manager of Magna Pars L'Hotel à Parfum, the world's first "Hotel à Parfum" and a benchmark for luxury hospitality in Milan's fashion and design district. Originally from Argentina, she has been involved in the Magna Pars project since its development phase and brings extensive experience in the luxury hospitality sector.

**WHITE would like to extend special thanks to its partner Gruppo Renord S.p.A. and to the beverage sponsors of the cocktail experiences, WDRINK and Balena Pink.**

Throughout the event, Gruppo Renord S.p.A. will provide an exclusive courtesy car service to facilitate transportation for buyers, guests, and industry professionals across the city.

Founded by Simona Berger, WDRINK is a collection of aromatic botanical waters crafted from carefully selected organic Italian botanicals, hand-harvested and steam-distilled according to a refined artisanal tradition. Featuring twelve botanicals and free from alcohol, sugar, and preservatives, WDRINK offers a unique sensory experience where flavor, aroma, and the excellence of Italian craftsmanship meet.

Balena Pink is an independent, authentic, and contemporary project built around the values of craftsmanship, elegance, territory, and vision. Born from a deep connection to its place of origin and the belief that the finest spirits always tell an authentic story, the brand reflects a commitment to quality and identity.

*"I didn't want to create just another gin; I wanted to give liquid form to a story that deserved to be experienced, not simply remembered."* - Silvia Bartolini, Founder

In its very first year, Balena Pink was awarded the Bronze Medal at the IWSC 2026 – International Wine & Spirit Competition, scoring 89/100 in the Contemporary Gin category, just one-point shy of the Silver Medal threshold Contemporary Gin, a un solo punto dalla soglia dell'Argento.

**For more information:**

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