



Riyadh Fashion Week: Saudi Fashion Commission announces White Milano partnership



The Saudi Fashion Commission has announced the signing of a memorandum of understanding with **White Milano**, marking a strategic partnership to promote the global growth and expansion of brands and open new horizons for the international fashion industry, a statement read.

White Milano partnership"

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Brenda Bellei, ceo of M.Seventy and Burak Cakmak, ceo of the Saudi Fashion Commission. *Credits: **White Milano***



After the conclusion of Riyadh Fashion Week on October 21, the Saudi Fashion Commission announced the signing of a memorandum of understanding with **White Milano**. A statement noted this marks a “strategic partnership to promote the global growth and expansion of brands and open new horizons for the international fashion industry”.

This collaboration, the statement continues, “aims to make a significant contribution to the development of national talent and the enrichment of the creative sector in the Kingdom. It underscores the Saudi Fashion

Commission's ongoing commitment to nurturing the country's creative talents and providing new opportunities to showcase their abilities and develop skills".

“This partnership with **White Milano** reflects our ongoing commitment to building platforms that enhance local talent, expand international collaborations, and enrich the



creative economy. By bringing the first international **White Milano** showroom to Riyadh, the commission has affirmed its role as a catalyst for innovation, exchange, and opportunity. This ensures that Saudi fashion continues to thrive on the world stage,” stated Burak Cakmak, CEO of the Saudi Fashion Commission.

Partnership offers Saudi designers access to **White Milano** 's international platforms

“With our strong international experience in the fashion sector and our well-established network, we have brought our expertise to Saudi Arabia. This began with organising the official showroom during Riyadh Fashion Week, held from October 16 to 21. This project aimed to promote creative talent through a structured strategy for global promotion and positioning,” added **Brenda Bellei**. Bellei is the CEO of M.Seventy and The Circle Platform.sa, a Saudi legal entity; these are the respective organising companies of the **White Milano** and Riyadh trade shows.

White Milano has therefore created the first international showroom in the Kingdom. It exhibits both Saudi and international brands, acting as a commercial and creative hub for the region.

The partnership will offer Saudi designers access to **White Milano** 's international platforms and facilitate creative and cultural exchange through joint events and collaborations. Additionally, mentorship programmes, workshops, and training courses will be launched. These initiatives will support Saudi talent and share international best practices in areas such as design, branding, and sustainability.

This collaboration will allow brands to access key channels for establishing themselves in new markets. It will also help bring Saudi designers onto the international stage, offering them a new global platform.

The event, which concluded yesterday, debuted the first Designer wholesale showroom, presenting over 50 Saudi and international designers. The showroom was hosted inside one of the city's most iconic spaces, The Globe, located at the Mandarin Oriental Al Faisaliah tower. The layout was designed by **White Milano** 's president and creative director, **Massimiliano Bizzi**. It was created to offer visitors a journey through diverse aesthetics and identities, from ready-to-wear and contemporary streetwear to accessories and unique, high-craftsmanship pieces.

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