

## WHITE February

28 February, 1 - 2 March 2015

An international event sponsored by the **City of Milan** expresses its mature and heterogeneous brand-mix within three independent locations, sharing the same common thread: the research for garments, accessories, glasses, jewels and perfumes selected to meet the retailers' demand.

With nearly **500 exhibitors**, the leading show in the field of women's fashion in Italy is again the protagonist within the Tortona Fashion District during Milan's fashion week in the prêt-à-porter, highlighting the mix-appeal for the 2015/16 fall/winter season in the spaces at no. **27, 54 and 35 via Tortona**.

### TORTONA 27

**Guest designer** of the February edition of White is **Piccione.Piccione**, the young maison managed by **Salvatore Piccione**, winner of the contest Who is on next? 2014 by Altaroma, making his debut at Tortona 27 within the area dedicated to new Italian ready-to-wear. His 2015-16 collection is a wonderful proof of creativity and stylistic value expressed through four items: red and black of the ladybird, the irregular silhouette of poppy, vegetal camouflage and the exoticism of paisley.

The February edition of White is also the occasion for the launch of the new garments line by **Collection Privée? RTW** which aims at a new concept of knitwear for its return, after having been missing for six years from the pap scene. An escalation of success, started with accessories, whose founder and designer **Massimo Bizzi** extends to a déagagé and refined total look focused on original combinations of unusual materials, just like for his bags and shoes. This way, the brand established in Bologna, owned by **gruppo Robiz**, strengthens its presence in Italy and on the major international markets, coming into action with a feminine collection created in cooperation with **Manuela Arcari**, the queen of Italian minimalism.

The connection between White and London, the breeding ground for new trends, is getting stronger and stronger; this is proven by the cooperation, already well-established, with showrooms **Six London** and **Vald Agency** which have selected, for the Milan' show, the trendiest brands like **Opening Ceremony Footwear**, **Markus Lupfer Footwear**, **Toga Pulla Footwear**, **Preen By Thornton Bregazzi**, **Thakoon Addition**, **Swear London** and **Henrik Vibskov** in the basement of White.

A Japanese woman is the designer of the creations proposed by **Champion**, the label that has chosen White once again to showcase the proposals for the new season. Continuity is also shared by **AD Ann Demeulemeester** back to the Basement space at Tortona 27 with her avant-garde shoes and **Coliac**, the contemporary-style phenomenon signed by **Martina Grasselli**, who found her launching pad at White 2010.

## TORTONA 35

Creative energy and sparkling contamination of ideas and trends. The newest one among the locations of White houses **DouuoD**, one of the most expected collections at 35 via Tortona, with its contemporary total look enhanced by bright-coloured eco-furs.

The same space sees the staging of **White Glasses**, the section dedicated to exclusive glasses, where a selection of nine top-brands in the sector, like **Am Eyewear**, **David Marc**, **//Delirious**, **Maki Sunglasses**, **Saturnino Eyewear**, **See Concept**, **Slave To Ancestors** and **Spektre** will be presented.

For the second season running, **White Bijoux** is staged again with 18 brands. The exhibition was inaugurated the last September and it is more and more focused on the new creations that best represent contemporary jewellery, like **Alba Casares**, **Alienina**, **Cecilia Rosati**, **Comediluce**, **Ellen Conde**, **Giulia Barela Jewelry**, **Giulia Boccafogli**, **Isabelle Leloup Jewelry**, **Lamprini Chantziara**, **Maya Magal London**, **Nach Bijoux**, **Pepper Chocolate**, **Roeandroe**, **Settanta 70 Bijoux**, **Stefano Salvetti**, **Toi et Moi**, **Uli Rapp** and **Vittorio Ceccoli**. The brands are selected by White in cooperation with **Birik Boutique**, the online platform of jewels and accessories from the best Italian and international designers.

Five young Ukrainian designers - **Anna K**, **Anton Belinskiy**, **Dmdv**, **Ksenia Schnaider** and **Omelya** - are making their debut at White-Tortona 35, presenting a selection of their latest proposals, the result of a kind of creativity, which goes beyond geographical, political and cultural limits.

## TORTONA 54

The **White Beauty** section lines up, from one side, the must-have pieces that have been accompanying it since its debut like **Meo Fuscioni**, **Histoires De Parfums**, **Teatro Fragranze Uniche**, **Naomi Goodsir Parfums** and, for the first time, it houses **Tesori del Campo** with its eco-ethical creams, handmade in a convent outside Rome.

Within the same location, the spotlight is on **Inside White**, the youngest and sparkling open space section of the show, enlivened by 21 new select designers like **Alessandro Lastella**, author of the exclusive total look for man and woman; **Jimi Roos** with her embroidered sweatshirts and **Ssheena**, by designer Sabrina Mandelli, who can boast experience at the style offices of important griffes. During the afternoon of Sunday the 1st March, the young proposals of Inside will be the protagonist of the **Inside White Award** final, the prize awarded by White to the best collection showcased within the section. The only jurywoman named for the upcoming edition is **Cristina Manfredi**, journalist for Vanity Fair, one of the most attentive and qualified professionals of fashion information, inclined to new trends, select brands and young designers.

**Alogon**, **Dego Rupin**, **G&A Korea**, **Noir Larmes**, **The Author** and **Wnderkammer** are the six trendiest Korean labels presenting their pieces of clothes, bags and jewels at White considered the most outstanding creations on the retails scene as they represent the utmost expression of exclusive fashion under the aegis of IFP Show Room.

## WOW

White not only is fashion, tout-court, but it also consists of communication, the most immediate passkey of a farsighted, global and integrated fashion-project.

This is the key to interpret the character of the **WOW** area, acronym of **White On Web**, for this edition supervised by **Red Milk**, the most reliable online magazine in the field of exclusive fashion, founded by **Fabiola Di Virgilio**, with the newly born **Lampoon**, the magazine managed by **Carlo Mazzoni**. At Tortona 27, White is staging a studio for video recording, interviews and photo shooting. A special project of Wow is **Italian Contemporary Designers**, the showcase of contemporary fashion which best represents the trends within the most prestigious boutiques in the world, housing 5 Italian designers like **Comeforbreakfast** for clothes, **Coliac Martina Grasselli** for shoes, **Hapter** for glasses, **Officina Del Poggio** for bags.. The project is the outcome of the cooperation between White and the magazines Red Milk and Lampoon and it was conceived to promote the excellences through the main web channels and influencers, but also through ventures set up by White targeted abroad. Such excellences are supported by the fact of being born with the White show and for this, they represent the success of contemporary fashion on the fashion system.

«Our mission is the pursuit, not only of contemporary brands, but also of unconventional communication tools» **Francesca Cella**, managing director at White explains «because we care for all that happens around us, the cultural layer which is subject to radical changes, constantly changing face and habits and which leads to rapidly catch the movements of the groups working in the field of web communication».

For the second year, the cooperation between White and Lancia continues.

Lancia Ypsilon is official sponsor and car at White, the event of contemporary fashion held in Milan, which from 28 February to 2 March 2015 will be in the spotlight of the fashion week in via Tortona, one of the most vibrant districts of the city. The "fashion city car" by Lancia and White create the perfect pair. From one side, a car with a unique character and personal style, featuring contemporary elegance, versatile, creative, able to distinguish itself without ostentation, one of the best-loved cars by women. On the other side, a constantly evolving exhibition which stands out for quality and attention to new languages, and which carries out the most hazardous experimentations in the field of women fashion. In close connection with the fashion system for many years, and expression of new artistic talents through the LanciaTrendvisions platform, it further strengthens its connection with fashion and on this occasion it is presenting a new and unique model of Lancia Ypsilon, the one which celebrates the thirtieth anniversary, establishing itself as a synonym for elegance and style, as well as supporter of unconventional and cutting-edge communication projects.

“The cooperation started over the last years and the attention paid by the Management to the evolution and development of White prove our proximity to the protagonists of this exhibition, small and medium enterprises which represent a distinguishing mark of Made in Italy in the world”. In this way, Milan’s City Councillor for Fashion and Design **Cristina Tajani** declares: “The some 500 brands attending White betoken that Milan is the best place for the introduction to buyers and international press of their interpretation of taste and style”.

«Fashion is a very important aspect for the Italian economy and also is one of the sectors which are able to attract the highest number of foreigner visitors in our Country» declares **Brenda Bellei**, CEO at M.seventy, the group that manages the organisation of White. «We are actually working towards this direction: bringing in Milan an increasing number of buyers, especially from the U.S.; thanks to a favourable Dollar-Euro exchange rate, we are now even more investing in promotion abroad ».

«The Tortona Fashion District, which sees us as protagonists during the Milan Fashion Week» adds **Massimiliano Bizzi**, founder of White, «represents one of the best attractions for Italian and foreigner visitors. Our goal, shared by institutions and sector professionals, is to grant Milan a major role in the global fashion business. We are aware that today the contemporary sector, which consists of all those small-medium companies representing quality and creativity of the most genuine made in Italy, is supported by a potential development that has increased compared to the previous years. Because contemporary style sets the trend and White is its worldwide showcase and vibrating heart ».

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