



We are now close to the launch date of **WHITE Resort**, the event dedicated to beachwear and resort wear that will be presented on **Sunday 18, Monday 19 and Tuesday 20 June 2023** in the heart of Milan, at **Base Ex Ansaldo**. More than 60 of the most interesting brands in the sector have been selected by WHITE's team for this first edition and many novelties will be presented during the event.



Tiare Beachwear's symbol is a small white gardenia that grows spontaneously on the paradisiacal islands of Polynesia. The inspiration came after a trip to those places, where women love to adorn their heads with that flower whose perfume is charming, intense yet delicate. The idea materialized in a project in which each collection is 100% made in Italy. The selection of materials, exclusive prints, and attention to detail make Tiarè Beachwear swimwear refined, trend-conscious, and sophisticated while maintaining an original style that stands out.



Bukawa Swim pays homage to the French Riviera, evoking the spirit of summer and Riviera holidays. The brand has worked hard to ensure the creation of swimwear products that have no cuts in order to produce a comfortable garment that adapts to the body shape and ensures minimal production waste. Every detail is carefully conceived: from the material of the bikini to the ink for the prints, from the small details applied to the packaging of the swimsuits. Bukawa Swim supports independent producers and a percentage of the profits goes towards cleaning the oceans.



Reina Olga was born the instant Guia Cleps saw a girl on the beach wearing an 80s scrunchie. From there came the idea of creating a beachwear collection in the same stretch fabric as the famous hair accessory. Guia and her sister Isotta founded Reina Olga, naming