



Round Two of Street Style Madness From Milan Fashion Week FW16



The 20 Best Sneakers Worn at Solemart Berlin Winter 2016



A\$AP Rocky Explains Why He Wanted to Collaborate With GUESS



Here's Our Review of Off-White's FW16 Show in Paris

PARTNERED STORY

Here Are the Brands You Can Expect to See at WHITE Milano 2016

By [Jack Drummond](#) in [Clothing](#)



Highsnobiety and [LUISAVIAROMA](#) are proud to join forces for the forthcoming [WHITE Milano](#) tradeshow, presenting a highly curated group of designers and labels that we see as being at the cutting edge of streetwear and men's fashion right now.

The “[WOW by Highsnobiety](#)” project is being held in conjunction with [WHITE](#) and [LUISAVIAROMA](#) for the [WHITE MAN & WOMAN](#) element of the tradeshow, held in Milan from January 16 to 18, 2016. Labels and designers selected by *Highsnobiety*, [WHITE](#) and the city's [LUISAVIAROMA](#) include [Katie Eary](#), [Blood Brother](#), [MISBHV](#), [Soulland](#), [Tonsure](#), [GCDs](#) and [Numero 00](#).

While there, *Highsnobiety*'s editorial team will reinterpret pieces from designers, reworking them for a series of unique editorial shoots taking place during the tradeshow. Previews for the exclusive shoot will be published first at [LUISVIAROMA.com](#), providing readers with an exclusive “first mover” opportunity to purchase featured pieces from the Florentine store.

The project represents a meeting of minds between the publication and the retailer, bridging their respective worlds and giving rising labels and deserving designers access to further business as well as the online buying public.

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