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WHITE FLIES TO COPENHAGEN

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For the second time, WHITE is all set to take to Copenhagen a careful selection of Italian brands, representing the cutting-edge concept developed by the Milanese show.

The second portion of the concept joining Milan and Copenhagen under the banner of contemporary creativity, is about to take WHITE Milano from 1st to 3rd February 2017 to REVOLVER, the pioneering Danish tradeshow going on show in the framework of the MAN & WOMAN edition. A pool of cutting-edge brands, carefully selected by WHITE, to will soon be on their way to Denmark.

"We are very proud of this initiative, and likewise grateful for the support and trust shown by the brands involved in the project", said Christian Maibom, Revolver's founder and creative director.

The international stage of the Danish show will put on show: the androgynous aesthetics of PDR Phisque du Role; CORELATE's street-chic, featuring a perfect balance between the contemporary Northern-European flair and sartorial skill; NINE:INTHE:MORNING's stylish trousers, expression of a deep understanding of fabrics and processing techniques; OOF, brand resulting from the creative insight of Michela and Alessandro Biasotto, who have turned the reversibility of their outwear garments into their hallmark. And then the no-Logo eyewear by DELIRIOUS, brand resulting from Marco Lanero's fervid imagination and launched in 2012, where every frame can be customized with the buyer's initials; ERNESTO DOLANI's footwear, premium label featuring Made-in-Italy craftsmanship and innovative know-how; MISHAP, belonging to the Gruppo Robiz, where contemporary creativity is the brand's core focus; VIRGINIA BIZZI, young designer, but already internationally renowned and capable of expressing herself through an innovative use of colour; The alchemy of modernity and tradition of the socks brand ALTO MILANO, SIDES WOW's innovative and reversible knitwear, and the Oc LAB's modern reinterpretation of the Casentino fabric. TIPE E TACCHI's footwear, brand launched in 2013 by Giovanni Attimonelli, stands out owing to its trendsetting creativity.

"The collaboration between our two tradeshows – declares Massimiliano Bizzi, CEO and Founder of WHITE – is allowing us to grow culturally in our interpretation of the MAN & WOMAN, while promoting a contemporary, intelligent and smart fashion. For us it represents a growth process that plays out on the January and June shows".

The show's agenda also includes a WOOD WOOD event; label that was the protagonist of a fashion show at WHITE MAN & WOMAN, organized in cooperation with Camera Nazionale della Moda Italiana.

Following the Danish edition, the next date will be from 25th to 27th February at Tortona Fashion District with WHITE MILANO, this time dedicated to the Fall/Winter 2017-2018 womenswear, with over 500 brands on show.

More Info: <http://www.whiteshow.it>

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