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White Trade Show Announces June Edition's Guest Brands

By ALESSANDRA TURRA

Sankuanz will be the men's wear guest brand at the upcoming edition of Milan-based trade show White, running June 18 to 20.

Established in 2008, the Chinese label, which is rooted in a genderless, pop aesthetic, is designed by Zhe Shangguan, who participated at the International Woolmark Prize in 2014 and was among the finalists of the LVMH Prize the following year.

"I'm really honored to have been invited by White to present my Sankuanz spring 2017 collection," Zhe said. "My desire is to share both my creativity and the culture of contemporary China. I hope this will be an interesting and surprising journey."

In addition, Italian designer Erika Cavallini will unveil the new resort 2017 lineup of her Semicouture women's label at the Milan trade show.