

WHITE Milano

27 · 28 · 29 Febbraio 2016
via Tortona 27 + 35 + 54

WHITE CONFIRMS ITSELF AS A LEADING TRADE FAIR, WITH AN IMPORTANT EVENT OPEN TO THE CITY OF MILAN, INCREASINGLY MORE BUYER-ORIENTED AND INTERNATIONAL

18,000 SQUARE METERS OF EXHIBITION SPACE IN **3 LOCATIONS**: **VIA TORTONA 27** SUPERSTUDIO PIU,' **VIA TORTONA 54** EX ANSALDO, AND VIA **TORTONA 35** HOTEL NHOW. 500 EXHIBITORS OF WHICH **176 BRANDS ARE NEW**; **20,000 VISITORS**

Korean brand **YOHANIX** is **Special Guest** of the fair, showing an urban catwalk in the heart of Milan, that "walks" around the city; **AALTO**, a Finnish brand based in Paris is the **Special Project**; an important area dedicated to niche **Chinese designers and new contemporary brands, supported by I.C.E.**

From **February 27th to 29th, 2016** the Tortona Fashion District is once again the true creative heart of Milan with the opening the WHITE trade show, **sponsored by the Comune di Milano**, which showcases **500 of the best of contemporary fashion brands** in an increasingly more international and buyer-oriented event, as demonstrated by the **142 foreign brands** that will be present at the fair. In order to continue to make WHITE a melting pot of creativity from around the world, "**China Calling**" was born, a project in collaboration with talent scout **Sonja Long Xiao**, founder of ALTER, one of the most important showrooms and concept stores in Shanghai, with the objective of bringing to the fair a selection of the most prominent Chinese designers. Thanks to her vision and experience, Sonja Xiao, a recognized opinion leader in China, has supported numerous emerging designers, contributing to the creation of a new Chinese luxury market populated with unconventional brands. For some time now WHITE has examined the panorama of Chinese fashion – for example, offering the Italian debut of Uma Wang, WHITE Special Guest in 2012 – aiming to bring culturally relevant events to the city of Milan. With a personalized area inside the salon at the Superstudio location on Via Tortona 27, **the special project "China Calling"** offers the unique possibility to discover a selection of the most important Chinese contemporary designers and their cutting-edge collections, such as: **Chrisou By Dan, SHUSHU/TONG, Nicole Zhang, Chen YiYuan, Yvmin, C.J. YAO** and **Rolling Acid**. The project is a first step toward creating a bridge and a productive dialog between Italy and China, to connect a new generation of Chinese designers with the audience of international buyers and journalists present at White.

WHITE presents a strong edition of the show, particularly at the international level, thanks to its careful brand selection and the choice of a **Special Guest** Yohan Kim, the current designer for **YOHANIX**. Korean by birth, he trained at the London College of Fashion, after which he went on to gain important experience at Balmain in Paris, and then launched his own brand in 2009. His fashion plays with unexpected fabric combinations, in layers, creating new shapes and volumes in a way that is always ironic, even blending together high quality materials like hammered leather, gold embroidery and prints.

YOHANIX will have a **special area** within WHITE, **in addition to starring in an event scheduled for Sunday, February 28, collaboration with the Comune di Milano.**

The Special Project this edition features **AALTO**, a new brand created by Tuomas Merikoski that brings masculine details and proportions to the female wardrobe with a classic Nordic inspiration, rich with subtle contrasts. AALTO's philosophy brings together different worlds and inspirations like fashion, design and art, actively collaborating with important Scandinavian artists.

In a sign of **support for the new generation of fashion**, **IT'S TIME TO SOUTH** was created in collaboration with **I.C.E - Agency for the Foreign Promotion and Internationalization of Italian businesses**. **IT'S TIME TO SOUTH** opens its doors to **15 selected designers** with a strong international appeal, coming from **Calabria, Campania, Apulia** and **Sicily**, places of tradition, history, and Italian culture, that will showcase at WHITE in a dedicated area with the possibility to meet selected buyers from abroad brought to Milan thanks to the support of I.C.E.

Once again, announcing the **second edition of the TIME AWARD competition (online through the website <http://timeaward.it>)**, a brand accelerator for contemporary fashion designers, which, thanks to its synergy with WHITE and **Camera Italiana Buyer Moda – The Best Shops**, offers the possibility to develop the business and commercial potential of the selected companies. Main partner of the project is **Lancia**, automotive brand which has supported talent scouting since 2010 in fashion, design and the visual arts through its web magazine Lancia TrendVisions. Thanks to the support of Lancia and Camera Italiana Buyer Moda, the two winners of the Time Award will be able to have direct access to the retail world and will be awarded with participation in **4 dedicated events to be held in the top Italian boutiques**. New for the 2016 edition: three online campaigns to promote the project, expanding its web audience, and the **involvement of I.C.E.** which grants the two winners participation in events in conjunction with important international stores aimed to promote the two worthy talents abroad.

Last but not least is the **RAMPONI AWARD**, initiative created by **Alfredo Ramponi**, owner of the eponymous company that brought the first synthetic crystal to the world of fashion. The award, offered to fashion and accessories designers, aims to sustain and encourage research and development in Women's fashion, helping the winning designer with one of the most essential but difficult steps in growing their business: trade show exhibition and market. **Winner of the first edition** of the Ramponi Award, **Alberto Zambelli**, whose collection will walk the runway at Milano Collezioni this February 28, will also exhibit his creations in a special area dedicated entirely to him in Via **Tortona 35 Hotel Nhow**.

With an exhibition space of nearly **18,000 square meters in three location** and an expected participation of over **20,000 visitors**, WHITE presents a brand mix increasingly attentive to novelty, enriching its offering thanks to **12 SPECIAL AREAS** in which brands can communicate and tell visitors the story of their collections in a more personal way. At this edition on Via Tortona 27 Superstudio Più: **AALTO** (Special Project), **YOHANIX** (Special Guest Designer), **BALTIMORA SHOWROOM** (with brands like For Love & Lemons, Goldie London, Jovonna, Maimi, One Teaspoon, Unrealfur and WYLDLDR) **BONOMEA**, **COLLECTION PRIVEE'?**, **EGGS**, **FALIERO SARTI**, **HACHE**, **LABO.ART** and **SIX LONDON SHOWROOM** which presents footwear brands like Opening Ceremony, House of Holland, Toga Pulla and Swear London. In addition, there will be a **special area** for the great return of **Hache**, under new creative direction by **Manuela Arcari**, who along with Davide Agus, is working to re-launch the brand under the premise of Made in Italy know-how.

Born to incentivize young brands who are just starting out, the **INSIDE WHITE** section and its INSIDE WHITE AWARD, recognized by opinion leaders in the fashion system, will choose a winner who will be granted his or her own dedicated space in the following addition of WHITE.

For buyers on the hunt for avant garde fashion, the window to the underground is the **BASEMENT**, showcasing more experimental brands from the international scene with guests such as Danish designer **Henrik Vibskov**, **Barbara Alan**, **Simona Tagliaferri** and the knitwear brand **Boboutic**. Via **Tortona 35 Hotel Nhow** features more commercial Women's collections offering the latest trends as well as an area dedicated to the best **designers from Portugal**. A special section of fashion **BIJOUX** offers cutting edge brands selected by WHITE and **Birik Butik**, such as **Maya Moma**, **Opella**, **MVP** and **Flaminia Barosini**, just to name a few. Once again continuing the project to discover fashion talent from emerging countries: this edition is dedicated to **Portugal** with **PORTUGAL FASHION** which brings designers **Carlos Gil**, **Hugo Costa** and **Pedro Pedro** to Milan.

The crown jewel of the location, designer **ALBERTO ZAMBELLI**, whose brand is expanding strongly in the Asian territory, presents a preview of his collection. Finally, on **Via Tortona 54 Ex Ansaldo**, casualwear meets the world of fashion with a vast proposal of accessories. The Yellow Area hosts a selection of easy-to-buy collections and **BEAUTY**, offers an area dedicated to independent brands, artistic perfumery and innovative products in the field of beauty and wellbeing, like **Francesca Dell'Oro Parfum**, **Morph**, and **Teatro Fragranze Uniche**. Also at **Via Tortona 54**, eyeglasses, now an integral part of the total fashion look, become an essential in the brand mix offered by WHITE which has selected the best fashion eyewear brands such as **Sunboo**, **Spektre**, **Delirious Eyewear**, **Jossa On The Rocks** and **Robot Eyewear**.

Remarks:

Cristina Tajani, Council Member at the Fashion and Design Comune di Milano:

"The evolution and continual growth of WHITE over the last four years demonstrates how collaboration with the Commune of Milan has allowed the creativity of so many designers to be appreciated, showing the world new and experimental forms of expression that translate to opened market opportunities in fashion. With its 500 brands present at the February edition, WHITE confirms just how great is the interest among Italian, and above all international professionals to choose Milan as the best window to present their creations. We have also worked with WHITE on a very special event to bring runway fashion to the streets. Right in the heart of the city, you will see the experimental creations of the WHITE Special Guest, Korean designer Yohanix."

Massimiliano Bizzi, founder of WHITE:

"The great work of international talent scouting that our group has been doing for years is making an impact. So it's no coincidence that Yohanix, the Guest Designer this edition, has chosen WHITE to reveal his new collection just after premiering on the runways of New York. It was an important choice, linked to the new perception of Milan and its Fashion Week that has over the last two seasons stood out for the vivaciousness of its events and the collections offered. Milan is an increasingly dynamic city, thus, capable of attracting buyers and designers from all over the world, including the group of emerging Chinese designers who represent the rise of a market which White has been building for some time."

Brenda Bellei, CEO of WHITE:

"Starting with the last edition, White began a new path marked by projects created in tight collaboration with I.C.E. to promote the work of young fashion companies, with the intense job of scouting and bringing the best buyers from abroad to Italy. Continuing down this same path has made White the international platform for Contemporary and

experimental fashion.”

Antonella Bruno, Lancia representative for the EMEA region:

“We are pleased to continue to support and promote young talent, through original communication projects capable of unite the community of people passionate about the avant garde, on the search for surprising and exclusive design products. Lancia’s support is tangible: Thanks to the TIME AWARD Contest, we give fashion designers the possibility to gain more visibility and important commercial outlets.”

Francesca Cella, General Manager of WHITE:

“Our selection continues to be more and more curated, thanks to a research and development team with years of industry experience, capable of understanding how to identify trends from around the world. In an era in which timing is fundamental, geographical borders no longer exist thanks to the world of images, and travel and research take on an essential role, White takes on this challenge, bringing to the fair what it believes to be the most innovative and interesting brands for buyers and agents.”

Sonja Xiao Long, fondatrice di ALTER Showroom & Concept Store:

“Chinese designers have been fighting to get a place on the fashion map for Design in China, instead of Made in China. China Calling represents a selection of the most promising contemporary Chinese designers presenting edgy collections with playful style.”

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HIGHLIGHTS VIA TORTONA 27 – SUPERSTUDIO PIU'

Via Tortona 27 Superstudio Più presents a brand mix selected from international names with a twist of glam and the most avant-garde experimental fashion labels.

The Special Project this edition features **AALTO**, a new brand created by **Tuomas Merikoski** that brings masculine details and proportions to the female wardrobe with a classic Nordic inspiration, rich with subtle contrasts. AALTO's philosophy brings together different worlds and inspirations like fashion, design and art, actively collaborating with important Scandinavian artists.

Presenting for the first time in Italy, after debuting at New York Fashion Week, **WHITE** welcomes its **Special Guest**: Korean brand **Yohanix**, which plays with contrasts through graphic abstraction and lightweight fabrics bonded together with leather and metal. His new Autumn/Winter 2016-17 collection "Hamlet's Syndrome" is a reflection on what the designer calls "Generation Maybe," suspended between the uncertainties of the present and dreams of the future. A collection that always demonstrates a propensity for a "dark sense of humor" balanced by irony and levity (see dedicated Press Release).

Among the other **special areas**: The **Bonomea** project, initiated in 2014, with the goal of creating leather and jewelry collections with design and production that is 100% Made in Italy. The brand is positioned as high luxury and works in collaboration only with producers of excellence: the top craftsman from the best leather companies in Milan, goldsmiths from the Vincenzo district, and leathers made in Tuscany and Veneto. **Eggs** brand speaks of the complexity of the female universe with a wardrobe in evolution, rich with influences from the present and the past, revisiting the high-waisted skirt as a jumping off point and emblem of femininity, whose colors and prints change each season. And in not-to-be-missed accessories, are **Faliero Sarti's** soft and light weight shoes, always synonymous with quality, innovation and research. Today the company, directed by Monica Sarti, has a volume of over 20 million Euros, with continuous growth, 1,800 retail outlets in the world, of which 300 are in Italy, 6 mono-brand stores on Italian soil and two openings in the offing abroad. In another dedicated area, **Hache**, now under the Creative Direction of **Manuela Arcari**, offers a collection of pieces that can be combined and recombined, based on the desires of the wearer. Shirts and outerwear are the key items in a collection whose insignia is functionality, yet is rich with a surprising polished verve. Additionally, **Labo.art** founded in Milan in 2006 by Ludovica Diligu, suggests a curated study of volumes and their presence in space, garments thought of as wearable architecture. It's not by chance that the brand's home is in an antique liquor factory in Berlin, the creative capital for experimentation and contemporary culture. The collection concept combined with high quality materials comes together in a clean design aesthetic that takes inspiration from various moments in fashion history, theater, and cinema.

Another important presence, reconfirmed for this season, is that of **showrooms Baltimora** and **Six London**,

which choose WHITE to show the collections of some of their more edgy and of-the-moment brands. Inside **Baltimora Showroom** are: **For Love & Lemons** founded by Gillian Rose Kern and Laura Hall, a brand with artistic leaning based in Los Angeles, which today has become a true lifestyle brand with the addition of lingerie and knitwear. Also, **Goldie London**, **Jovonna**, **Maimi**, **One Teaspoon**, **Unrealfur** and **WYLDR**. For **Six London** it's all about fashion pop and colorful collections like **House of Holland** and **Dora Teymur**, who presents collections of handcrafted shoes balanced between femininity and masculinity. Also in footwear are the playful shoes in high quality materials by **Swear London**, founded in 2001 by young entrepreneur José Neves, considered one of the most important influencers and founders of Farfetch. And not to go unnoticed is Japanese shoe brand **Toga Pulla**, which takes inspiration from the hippie style of the 1970s, instilling style details rich with embroidery, 3-D appliques and wool and jersey mixed lace.

INSIDE WHITE

A selection of young brands just starting out comprise one of the liveliest areas in Via Tortona 27, among the most visited by international buyers. A concentration of originality and freshness of expression that bring to the next edition labels like **1828 BY Zoeppritz**, **Aly Shea** and **RITARITA**, a true self-made Milanese brand created by two young talents: illustrator Silvia Gherra and designer Margherita Mazza. For the Autumn/Winter 2016-17 collection, RITARITA showcases geometries of emerald crystal and new V-neck outerwear with diagonal cuts in blue and tobacco colored wool, or in wool and tone-on-tone blue nylon in quilted chevron. The coat, offered in two lengths, is a must-have in the collection, essential to complete any outfit and above all, complement the classic RITARITA weekend bag or maxi pochette created in the same working as the outerwear.

BASEMENT

For buyers looking for experimental fashion, the window to the underground is the BASEMENT, showcasing avant garde brands from the international scene with guests such as Danish designer **Henrik Vibskov**, **Barbara Alan**, **Simona Tagliaferri** and the knitwear brand **Boboutic**. Along with Copenhagen and Paris, Milan is the city where you can see the work of Danish designer Henrik Vibskov who presents his collections characterized by all-over prints and graphic pattern silhouettes. Vibskov's style is an artistic and conceptual approach to fashion. **Barbara Alan** (Modern Research Unconventional Creation Uniqueness) is a brand that blends the best of British design with the quality of Italian production. The pair of founding designers met in Milan, where both worked for brands representing Made in Italy to the rest of the world. Sharing the same passion for modern design and research, the two united their experience and in 2012 created the brand Barbara Alan. A modernist design leaning inspired their way of working. With a strong gaze toward tailoring, they explore new construction methods from the first cut to the finishing. Deconstructing and eliminating the superfluous to create uniqueness and individuality. In the world of accessories is the work of **Simona Tagliaferri** which departs from a passion for gemstones and a love of architecture. Tireless explorer on the search for aesthetic pureness, her handbags and special outerwear created with the same decorative principles as the accessories, represent the perfect meeting of design and the secret potential of fabric, metal, leather and minerals. Finally, **Boboutic** knitwear with its incredible expressive capacity, was a project initiated in 2001 by the meeting of designer Michel Bergamo and architect and photographer Cristina Zamagni, who decided to bring together their different experiences in a collection of knit garments. Completely created in Italy, the brand is an example of the perfect synthesis of creativity and capability, which thanks to the pursuit of high quality and the uniqueness of shapes, promises to carve out an increasing space for itself in the international market.

HIGHLIGHTS VIA TORTONA 35 – HOTEL NHOW

In addition to the special area for designer ALBERTO ZAMBELLI winner of the Ramponi Award, the location is characterized by a series of contemporary brands up-to-date with the latest trends and price ranges researched for the needs of the market. Stand-outs among the brands: **Misto_Anteprima's** collection of accessories (handbags and jewelry), **Il Cappottino** and **Opifici Casentinesi**, a brand that takes the nearly thousand-year-old tradition of making Casentino wool and turns it contemporary with its Men's and Women's garments in a metropolitan taste. Once again continuing the project to discover fashion talent from emerging countries: this edition is dedicated to **PORTUGAL FASHION**, which will give visibility in Milan to designers **Carlos Gil, Hugo Costa** and **Pedro Pedro**.

On the ground floor, is the main attraction **WHITE BIJOUX** - a selection curated together with **Birik Butik**, online store dedicated to contemporary jewelry. Among the not-to-be-missed collections are the monogram creations of **Maya Moma**, the brand Simona Nicolos, with her offerings that permeate Milanese glamour, selected for the Swarovski World Jewelry Facets exhibition, the most important creative platform for top contemporary jewelry. **Opella**, born from the creativity and entrepreneurial spirit of Liliana Broussard, an expert in working with paper and fashion designer Cristina Barcellari. Together they have given life to a project of hand made jewelry, created in paper made of pure cotton, cellulose fiber, aluminum and blown glass from Murano. **MVP** fuses the handmade craft tradition with a contemporary aesthetic, that puts silver at center stage. Each MVP collection is created from the continuous working of classic shapes and geometric lines that take on a new aesthetic form, re-writing the canons of traditional jewelry. **Flaminia Barosini** fully expresses a contemporary attitude: her creations are able to evoke emotions as if they were messengers of meaning and history, as in her collections Irregular, Second Skin and Creepers: tiny sculptures as jewels to wear every day.

HIGHLIGHTS VIA TORTONA 54 – EX ANSALDO

The location is characterized by a focus on the world of accessories, beauty and eyewear.

WHITE BEAUTY

The area of Via Tortona 54 is distinguished by the most specialized brands in the field of artistic perfumery, like **Francesca Dell'Oro Parfum**, a refined and elegant brand from Piacenza, born in an olfactory laboratory wherein Francesca Dell'Oro fuses together scents, essences and colors in an alchemy to compose fragrances that are unique and lively. A refined complement to the skin that becomes the wearer's own hallmark. All of Francesca Dell'Oro Parfum's fragrances are elegant and unusual with their pungent notes or sinuous surprises, contained in fine, sculpturally delicate flacons. **Teatro Fragranze Uniche** was created as the initiative of three entrepreneurs inspired by the olfactory creativity of Sileno Cheloni. A limited edition line of ambient fragrances created with today's most innovative production techniques, but in the same spirit of the antique Florentine master perfumers, strongly characterized by an eco-friendly approach and low environmental impact down to the last drop. The stoppers are made of wood, and the glass bottles are from recycled material, just as is the packaging created by Cartiere Fedrigoni.



WHITE GLASSES

Eyeglasses, an integral part of the total fashion look, are becoming essential in the brand mix offered by WHITE which has selected collections from the most innovative, young and independent fashion eyewear designers. Trendy brands such as **Sunboo**, **Spektre**, **Delirious Eyewear**, **Jossa On The Rocks** and **Robot Eyewear**. Marco Lanero, founder of **//Delirious Eyewear**, bases his concept around research of the best materials in the market, like Mazzucchelli acetate and Zeisscon lenses, created with the highest manufacturing competence. From Cadore, Italy, the center of Italian eyewear excellence, the artisans at **//Delirious** create eyeglasses one at a time by hand, on which each client can choose to have his or her initials or name engraved, with the help of digitally controlled machinery. Glasses by **Jossa On The Rocks** are sold in exclusive specialty boutiques and eyeglass stores. They are crafted in a small laboratory in Cadore, created entirely by hand using acetate made from the highest quality cellulose. The new diamonds collection offers a setting of one or more synthetic prism cut diamonds on the frame; the line is composed of 12 unisex models in 5 lens variations, with frames in the blackest black. **Robot Eyewear** is a concept that takes the iconic classics and reworks them in a romantic way, utilizing the minimalist energy of metal. Elegant and functional accessories are created in a super light, two-dimensional and sophisticated style walking the line between retro and futuristic in inspiration.

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