

# Wait ORDER

BREAKING

# WOW

FASHION

FASHION FOOTWEAR LIFESTYLE WAIT! MAG



Change is often good, especially when the atmosphere is saturated, stale. But you must do it wisely, being able to identify what you can quickly mutate and those points, however, which require more care and dedication. Especially in the fashion industry that today is facing important challenges (and questions). **White**, the benchmark exhibition in Milan during fashion weeks, is always able to respond with adequate means to the challenges posed by these transformations. Also for the next edition: three days **from 18 to 20 June in the traditional location in via Tortona.**

It is since few seasons that fashion-people talk of selling the clothes just is presented the collection, the so-called *see now buy now*. Regardless of opinions about, White wanted to experiment with this new way of doing fashion by bringing it into the exhibition centre with the development of the project **WOW** by **Highsnobiety** and **LUISAVIAROMA**, who arrives in Milan with a capsule collection **FIRENZE4EVER** and affordable, in fact, straightaway and built by designers of the **WOW** area. Not just an exhibition format then, White wishes to offer its brand **a multi-channel off / online platform** with mixed brand increasingly targeted to meet the needs of buyers and supported by international strategies and partnerships.

Among the spring-summer 2017 collections for man and woman pre-collections are many innovations, starting by the numbers. In fact there are **250 brands of which 185 producers of collections for both men and for women**. All contemporary brands, each with a story to tell, as the unprecedented **Semicouture** present in the **only woman section**. A new made in Italy project, the brand combines an artisanal know-how and a linear silhouette, modern, with important details coming from sportswear and the military style.



Just in the area dedicated to sportswear, this season in the pure *agender* conception, will be on display – as a special guest – the **Acynetic** collection, the new project of the “godfather of denim” **Adriano Goldschmied** who wants to create a bridge between sport and fashion world with a style that has been defined *athleisure*.

But White is not only Italy. Its implicit defined as **international fashion fair** is not in fact misplaced. Starting by the research of the brand that comes up in China. This year the brand to watch here is undoubtedly **Sankuanz** of designers Shanguan Zhe, who shows as guest in the **area dedicated to men**. “I’m truly honored to have received the invitation as guest designer at White where I will present a preview in Milan of Sankuanz spring-summer 2017 collection with the desire to share the creativity and culture of contemporary China. A journey that will be very exciting and full of surprises,” said Zhe.



During the first day of White (June 18) it will be given plenty of room for new fashion talents. Inside the **lounge area** it will be presented the 10 finalists of the Time Award project: **Alberto Zambelli, Federica Tosi, Kim Shui, Labo.Art, Matthew Thiela, Ssheena** and **Violante Nessi** – for clothing – while accessories designer are **Maria Lamanna, Mumati Jewels** and **Simone Vera Bath**. At the end of the day the winners will be presented (one for clothing and one for accessories, ed).

Three intense days, full of creative energy, as **Massimiliano Bizzi**, founder of White, who shows himself very enthusiastic during the press conference about all the work made and successes achieved. "To date, White is the only Italian exhibition that believes in pre-women's collections with a dedicated area and a special event in which will star the designer Vivetta," said Bizzi. Echoes **Francesca Cella** general manager of White: "We have always been committed to a scouting according to the buyers who are in White with the highest quality selection that anticipates trends. This is demonstrated by the presence at the show, the past few seasons, of names like KTZ who after White grew internationally. Always ahead of the times we presented designers like Lucio Vanotti, Julian Zigerli, and Aalto, then all names selected by important contest as LVMH and Woolmark Prize".



And then it just has to remember the appointment for **White form June 18 to 20 in via Tortona**.

A path between international names, important and emerging; a challenge that greets new fashion paths not with suspicion or cynicism, but rather with an intelligent and creative approach. Global.

[whiteshow.it](http://whiteshow.it)

ph courtesy: press office

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#### ILARIA INTROZZI

Mi definiscono così: "esteta, amante dello scrivere, blogger, aspirante giornalista, talent scout e sognatrice". Ovvero semplicemente Ilaria.