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White Milano is ready to return from February 22 to 25, 2024. Tortona Fashion District will showcase about 300 brands (40% of which are from abroad), presenting women’s ready-to-wear Fall/Winter 2024-2025 collections. The event, taking place in the locations of Superstudio (via Tortona 27), Base Ex Ansaldo (via Tortona 54), and Padiglione Visconti (via Tortona 58), continues to fall under the patronage of the City of Milan and the support from the Ministry of Foreign Affairs and International Cooperation (Maeci), Ice-Agency for the Promotion and Internationalisation of Italian Businesses, and the partnership of Confartigianato Imprese.

This season, the fair’s focus was put on a team of young and talented creatives who joined forces by collaborating on the creation of the campaign images. This season’s theme, conceived by Massimiliano Bizzi (Founder and Art director of White) is “Women... Magical Creatures.” It unpacks the value and importance of the figure that women have, who have always been imperative protagonists of fashion. Designers are not the only people who choose who to dress, women are the ones who choose how to dress, how to express themselves, and how to enhance themselves.

“I think it is clear to everyone that we are going through a moment of important change, and we as a group today are more focused and committed to the strategic evolution of projects, in line with the change itself, rather than only to the achievement of large numbers,” said Massimiliano Bizzi founder and art director of White. "I hope that Milan will seize the opportunity to go along with this transformation and understand it, to become the undeniable capital of European fashion."

Among White's projects, one of the most successful ones that has gained great relevance across the media is that of the Secret Rooms. These are five hidden rooms in which as many new generation international talents present their collections in spaces set up according to their brand vision.

After careful scouting by the commercial team led by Simona Severini, general manager of White, emerging brands with a cohesive aesthetic were chosen to take part. For the second edition, reconfirming their presence in the Secret Rooms are designer Alberto Ciaschini, with his iconic cigarette heel, and Samanta Virginio, with her pop and hyper-feminine vision. Both will be joined by Miao Ran, with a collection that plays with masculine and feminine, blending them and creating a fluid vision of clothing, Yangkehan, a Chinese designer who draws inspiration from traditional Eastern aesthetics, and Prototype: Am, a Berlin-based, high-end ready-to-wear brand that specializes in designing outerwear by experimenting with new silhouettes, overlays, and volume.

“In times of unrest, keeping one’s Dna intact is no mean feat,” said Simona Severini general manager of White. "There is still great economic difficulty in the fashion industry and many changes are taking place. For White, not deviating from its values remains a priority. It is essential to continue bringing the right selection of creativity and the highest quality while maintaining a vast proposition for the market. It is not easy to avoid falling into temptation by, for example, pursuing bigger projects to follow numbers or doing pure business, but we prefer to be true to ourselves and believe in the brands that have believed in us so far and continue to do so."

The February 2024 edition will also feature the selection of Spanish designers presented through the now multi-year collaboration with Icxex España Exportación and Inversiones. The brands involved belong to different product categories ranging from ready-to-wear to accessories. The seven Spanish brands are Chie Mihara, Flabelus, Surkana, Yerse, Augusta, The Extreme Collection, and Anel Rinat.

Another important international collaboration is with Kfashion82, a Korean B2B sales platform managed by the world-famous department store Shinsegae, the first promoter of Korean fashion, which will showcase the collections of 6 talented brands Ryu Classic, Jiminlee, Liberadd, Kimoui, Hannah Shin, and Man.G.

White continues to promote prestigious cultural projects related to sustainability: the United Nations Industrial Development Organization (Unido) will present a special photography exhibition during the event. The theme of the exhibition is fashion and relates to the global challenge of textile waste. The exhibition, designed by students of the CasaModa Academy in Casablanca, Morocco, will be set up in the spaces of Superstudio.

White Village was also confirmed for the February edition, offering a second season full of events and activities involving exceptional partners such as Albini Group, Mesmerize, BioQitchen, and many others. Following the success of last season, the schedule at the Mudec Auditorium will return, where panels will be held dedicated to issues concerning fashion, textiles, sustainability, and technology.

White Milano
 February 22 - 25, 2024
 Tortona Fashion District
 Superstudio (via Tortona 27), Base Ex Ansaldo (via Tortona 54), and Padiglione Visconti (via Tortona 58)
 20144 Milano
www.whiteshow.com

Photo: The campaign "Women... Magical Creatures" is the theme of the February edition of White.

