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White Milano Unveils Growth Plans, New Formats, and Global Expansion

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EXPANSION PLANS: White Milano has big plans for its upcoming editions.

On Thursday, during a conference at Palazzo Morando in Milan, Massimiliano Bizzi, president and founder of White, outlined the trade fair's growth plan, which includes changes for the next editions,

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the appointment of a new board, and also a significant new investment from the Italian Trade Agency (ITA).

“The exhibition’s growth continues through the identification of new product categories and the opening of new markets, supported by a team of high-profile professionals who are accompanying us on this journey,” said Bizzi.

ITA increased its resources allowing White to triple the presence of international buyers and enhance its communication activities between June and September, targeting India, the Balkan region, South America, the Middle East, Singapore, Thailand and Africa, while maintaining a strong buyer positioning in Europe, China, Japan and South Korea.

The June edition, taking place from June 18 to 21, will see the launch of the new “On the Beach” format, hosted in Milan’s Tortona district. The project was designed to develop new business opportunities by connecting fashion, tourism, hospitality and lifestyle through a hybrid concept combining showroom presentations, pop-up experiences, and events.

A highlight of this first edition will be a group of 12 brands from Colombia, selected by Makeno, one of South America’s best-known concept stores based in Medellín, founded by Paola Betancur and Manuela Rubio.

Next September, White will introduce two new sections: Nuvola dedicated to accessories, and Box, centered on streetwear, activewear and denim.

Among the brands, there will be Kimhēkim, founded in 2016 by Korean designer Kimintē Kimhēkim and now part of the official Paris Fashion Week schedule.

As part of its corporate growth strategy, White has appointed Monica Sarti vice president. Sarti is founder and creative director of L’Accessorio and chief executive officer of Prato, Italy-based Lanificio Faliero Sarti. Following Sarti’s appointment, White will establish a steering committee composed of entrepreneurs and professionals with extensive international market experience.

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