



## Milan's White trade show to take place February 24, from Friday to Monday



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### Published

Oct 31, 2022

The organisers of the White trade show have announced that the Milanese fashion event's next edition will be held from Friday 24 to Monday 27 February 2023, instead of the usual Thursday-to-Sunday dates.



The White show's White Sustainable Milano section - DR

"The decision to postpone the event's opening by one day - from Thursday to Friday - responds to the strategic need of helping fashion industry operators with their schedules, while remaining aligned with international fashion weeks' dates," said the

organisers in a press release.

The decision was taken after listening to the feedback of industry professionals taking part in the event, as Massimiliano Bizzi > **Massimiliano Bizzi**, founder of White, underlined: "We came to this decision after carefully analysing the needs of our customers and the schedules of buyers and the international media. We are therefore convinced that the change will facilitate the work and appointments planning of all the professional involved."



The event's February session will once again be held in Milan's **Tortona** Fashion District, across four venues - Superstudio Più, BASE Ex Ansaldo, Magna Pars and the Visconti pavilion - and will focus on sustainability, as it has done for the last few years.

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