

# ON THE BEACH

POWERED BY

WHITE

## **On The Beach powered by WHITE, held from 18 to 20 June, confirms the strength of a new vision for fashion: the resort world is emerging as a market with extraordinary potential for fashion companies.**

**On The Beach, powered by WHITE**, the new project created by WHITE and dedicated to resort fashion, lifestyle and hospitality, made its debut presenting **100 selected brands from the resortwear segment, establishing itself as a new platform for encounters between brands, buyers and luxury hospitality operators**. Born as a spin-off of **WHITE RESORT**, the format will return **from 24 to 27 September** at the **Nhow Hotel in Milan**, with an area entirely dedicated to the resort universe, during **WHITE Milano** in the Tortona District. **The event took place under the patronage of the Lombardy Region and the City of Milan, with the support of MAECI – Ministry of Foreign Affairs and International Cooperation, ICE Agency, and in partnership with Confartigianato Imprese.**

*«Through the creation of an original and distinctive format, the innovation introduced by the M Seventy Group opens up new development opportunities for companies in a segment that has so far been little explored: international resorts. The agreement with TRUE and the discussions already initiated with an additional strategic partner will allow companies to be brought to the world's leading resorts, creating opportunities for visibility, networking and business growth. The vision, identified ahead of the market, captures the potential of a new business model linked to the hospitality and hotel sector—an area destined to become increasingly central in companies' international development strategies. In this direction also comes the next edition of On The Beach, scheduled at the Nhow in Via Tortona 35 from 24 to 27 September, hosted within a dedicated space during WHITE, which will offer brands a platform to present collections, develop strategic relationships and intercept new international business opportunities.»* **states Massimiliano Bizzi, Founder and President of WHITE.**

Among the main innovations that emerged in this first edition, a strategic collaboration took shape with **TRUE, the agency founded by Luigi De Santis, specialised in integrated communication, territorial marketing and high-end tourism promotion, and with Allumeuse, an international communications and public relations agency active in the lifestyle, hospitality, fashion, design and tourism sectors**. The programme also included **thematic talks** dedicated to key trends and prospects in the sector, featuring opinion leaders and leading professionals from the tourism industry. These partnerships represent only the first step in a shared journey aimed at strengthening the positioning of On The Beach and developing new connections between fashion, hospitality and top-tier destinations worldwide.

The CEO and founder of TRUE, a leading B2B luxury hotel event, Luigi De Santis, speaking at the On The Beach panel, stated that he is pleased to collaborate with WHITE to bring **fashion** into resort hotels, which strongly request it as an asset for developing their business model. More than ever, there is demand for fashion as part of the luxury experience for high-end clients who spend dream holidays in unique resorts in Italy and around the world.

The partnerships will also support the evolution of the project towards an increasingly itinerant dimension, bringing On The Beach to some of the **most prestigious destinations** and transforming it into a platform **capable of further strengthening relationships between its brand clients and buyers** in key international hospitality locations.

International buyers confirm the success of On The Beach, highlighting the quality of the selection, the discovery of new brands and the concrete business opportunities offered by the event.

*«The offer is very diverse: from footwear to accessories, from clothing to beachwear, with brands from different countries and a significant presence of Colombian labels. Although it is a relatively small event, this is actually an added value: it allows more time for direct interaction with people and brands. I had the opportunity to discover new techniques, creative approaches and different products. And this is exactly what we buyers look for: realities capable of offering something new and authentic.»* **Alessandra de Witt Montaudouin, Curator & Retail Strategy Consultant di Bulgari Hotels & Resorts.**

«We are very happy to be in this beautiful location and to discover all these brands, selected through careful curation and presented in a truly pleasant context. For us it is an excellent preview of resort collections and a valuable opportunity to discover new brands. We are also very pleased to see Chapters starring in a retail pop-up with a very interesting brand selection. At the same time, we are excited to discover Colombian brands and other new proposals from different markets.» **Leo Guegan - Accessories and Shoes Buyer of Printemps, and Clara Marie Ferrand - Womenswear Buyer of Printemps.**

«Our experience has been extremely positive and stimulating. The event proved to be an important opportunity to discover new brands and explore particularly interesting creative realities. Among the brands that most caught our attention were Teti Milano and North Beachwear. We also greatly appreciated the Colombian area, Makeno, which presents a brand selection rich in personality and innovation. Our true highlight was Zanatany Concept, thanks to its raffia bags enriched with original and refined charms. We also particularly appreciated the retail experience offered by Chapters, capable of delivering an engaging and distinctive approach to product. Overall, On The Beach confirmed itself as an event full of discoveries, inspiration and new opportunities.» **Cassandra Panganiban and Pauline Pellen, Buyer of Galeries Lafayette (France).**

«We are the leading global marketplace dedicated to independent brands, with stores in Los Angeles, London and New York. The selection of brands here was truly extraordinary. I was deeply impressed by the quality and originality of the offer: I discovered some of the best brands from Colombia and practically all the most innovative and distinctive emerging brands in Europe. What impressed me most was not only the product mix, but especially the level of innovation, material research and ability to propose new solutions. A particularly significant aspect is that the UK is not usually the first market to adopt these innovations; in this case, however, we were ahead of the curve. I can confidently say this was one of the best formats I have ever attended. Exceptional content, impeccable organisation, outstanding people and, above all, huge business opportunities.» **Hugo Empson, Head of Partnerships at Wolf & Badger.**

Among the protagonists of this edition were **12 Colombian brands** selected by **Makeno** (Medellín), a concept store founded by **Paola Betancur** and **Manuela Rubio** and now a benchmark for contemporary Latin American design.

Also featured was **Monica & Friends by Monica Sarti**, recently appointed **Vice President of WHITE**: a project that interpreted the evolution of the boutique concept within resorts through a curated selection of excellence in the segment.

**Chapters** was also present at On The Beach, a project curated by **Federica Montelli**, adding a new chapter to its creative journey with a **pop-up** dedicated to international brands that express a contemporary, authentic and sophisticated vision of summer.

The partnership between WHITE and **Gran Canaria Swim Week (GCSW)** has been renewed for June and September 2026. Within On The Beach, designer **Elena Morales** was presented, winner of the **Best Sustainable Collection Award at GCSW 2025**. The initiative, promoted by Gran Canaria Moda Cálida together with the Cabildo and the Chamber of Commerce of Gran Canaria, aims to strengthen the internationalisation process of the island's brands. Throughout 2026, promotional, networking and international communication activities are planned for buyers, press and industry professionals, as well as the presence of GCSW within the On The Beach and WHITE Milano projects.

WHITE would like to extend special thanks to its partner **Gruppo Renord S.p.A.** and to the beverage sponsors of the cocktail experiences, **WDRINK** and **Balena Pink**.

Throughout the event, **Gruppo Renord S.p.A.** has provided an exclusive **courtesy car service** to facilitate transportation for buyers, guests, and industry professionals across the city.

Founded by **Simona Berger**, **WDRINK** is a **collection of aromatic botanical waters** crafted from carefully selected organic Italian botanicals, hand-harvested and steam-distilled according to a refined artisanal tradition. Featuring twelve botanicals and free from alcohol, sugar, and preservatives, WDRINK offers a unique sensory experience where flavor, aroma, and the excellence of Italian craftsmanship meet.

**Balena Pink** is an independent, authentic, and contemporary project built around the values of craftsmanship, elegance, territory, and vision. Born from a deep connection to its place of origin and the belief that the finest spirits always tell an authentic story, the brand reflects a commitment to quality and identity.

"I didn't want to create just another gin; I wanted to give liquid form to a story that deserved to be experienced, not simply remembered." - states **Silvia Bartolini, Founder.**

In its very first year, Balena Pink was awarded the **Bronze Medal at the IWSC 2026** – International Wine & Spirit Competition, scoring 89/100 in the Contemporary Gin category, just one-point shy of the Silver Medal threshold Contemporary Gin, just one point away from the Silver threshold.

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