



Massimiliano Bizzi of White says Milan should become Europe's fashion capital

Translated by

Nicola Mira

Published

Jan 25, 2024

At the press conference for the presentation of the next edition of the White trade show, scheduled on February 22-25 in the via **Tortona** district in Milan, the event's founder and creative director **Massimiliano Bizzi** > **Massimiliano Bizzi** broadcast a strong message to the Italian fashion industry and the country's public authorities.

Massimiliano Bizzi

"It is a time of great change, and fashion must adapt in order to become increasingly relevant. We need to innovate and demand more, also from public institutions, to achieve greater international standing," said Bizzi at the conference.

"After the pandemic, only a handful of rather small-scale trade shows are still being held in Paris. In this context, Milan has the potential to attract a much greater number of foreign visitors to its trade events, becoming Europe's fashion capital. The White show is contributing by introducing new projects complementary to its B2B format, such as Expo White and White Village, the latter designed to attract locals and tourists alike," added Bizzi.

Also speaking at the conference, Alessia Capello, Milan city councillor for economic development and employment, said that "fashion is the country's second-largest industry, and has a major impact on the city of Milan, home to 3,000 fashion companies, 600 showrooms and the whole trade fair sector. During Milan Fashion Week, shops of all kinds sell 10% more than usual, and fashion and design have a positive effect on tourism as well. Thanks also to these two sectors, in 2023 Milan welcomed 8.5 million tourists, a record, and one million more than in 2019."

It remains to be seen whether, as Bizzi hopes, Milan will be able to outclass other major European capitals, Paris first and foremost, and become the fashion world's leading hub.

Copyright © 2024 FashionNetwork.com All rights reserved.

