

NEWS ABOUT NEXT WHITE.

IN JUNE, THE NEW EVENT "**ON THE BEACH POWERED BY WHITE RESORT**" WILL DEBUT. IN SEPTEMBER, WHITE EXPANDS WITH **TWO ADDITIONAL LOCATIONS** IN THE TORTONA DISTRICT, INTRODUCING THE NEW SECTIONS **NUVOLA, BOX, RESORT, AND MORE.**

A NEW BOARD HAS BEEN APPOINTED TO SUPPORT THE DEVELOPMENT PLAN. THE NUMBER OF INVITED INTERNATIONAL BUYERS HAS **TRIPLED** THANKS TO THE SUPPORT OF **ITA – ITALIAN TRDE AGENCY.**

WHITE[®]
MILANO

PRESENTS

T
FASHION
DISTRICT
2026

SEPT 24-25-26-27
TORTONA FASHION DISTRICT

The second half of 2026 marks a significant new evolution for WHITE, not only in terms of expanded exhibition space through the introduction of new venues, but also thanks to a comprehensive renewal of its commercial team, strengthened by the addition of highly qualified international ambassadors and consultants. This new structure has helped attract more established brands with consolidated distribution across global markets. The exhibition will host 450 brands.

"We are very proud to present a preview of our development project, which positions WHITE at the center of a series of initiatives aimed at bringing the event back to its pre-Covid levels, both in terms of locations and exhibitors. WHITE has always been the benchmark of excellence within the Tortona District, engaging with the city in a unique and unparalleled way. 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", says **Massimiliano Bizzi, Founder and President of WHITE.**

For the September 2026 edition, WHITE's historic venues T27 and T54 will be joined by T35, which will host **WHITE Resort**, a project dedicated to one hundred collections inspired by vacation, cruise, and summer lifestyles. The exhibition spaces at T15 will host **More**, a new format dedicated to beauty, lifestyle, and design brands, developed with the support of a specialized team.

BASE Milano will host **two new sections: Nuvola**, dedicated to **accessories**, and **Box**, a new urban-focused area centered on **streetwear, activewear, and denim**. The project is designed to engage both industry professionals (B2B) and trend-conscious consumers seeking the latest innovations (B2C).





Among September's special guests will be leading international luxury brands, whose participation has been made possible through teamwork involving fashion influencers and International Scouting Ambassadors. These prestigious brands **demonstrate WHITE's ability to attract increasingly influential players in the global fashion landscape.** Among them is **KIMHĒKIM**, the brand founded in 2016 by Korean designer Kimintĕ Kimhĕkim, now featured on the official Paris Fashion Week calendar. The designer has collaborated with major French fashion houses, refining a sophisticated and contemporary aesthetic that has gained international recognition.

"We began our collaboration with WHITE Milano at the beginning of this year, working on buyer relations, international brand scouting, and the selection of special guests. February was an extremely successful season, featuring brands such as Susan Fang, Lucille Thievre, Mii Collection, and Batakovic. For the next edition, we are proud to welcome Kimhekim for ready-to-wear and 0711 Tbilisi for accessories. We are also working on confirming several other exciting brands that we hope to announce soon." says **Marina Lyritzi, Influencer and International Brand Ambassador.**

The special guest of the **new Nuvola Accessories Area** will be the Georgian brand **O'SEVEN ELEVEN (0711)**, founded in 2013 and renowned for its handbags that combine modern materials with traditional Georgian knitting techniques. Every piece is handcrafted by local artisans using a sustainable, high-quality manufacturing approach capable of elevating any look from day to evening.

The **June and September editions** will once again be held under the patronage of the **Lombardy Region and the City of Milan, with support from MAECI – Italian Ministry of Foreign Affairs and International Cooperation, ITA – Italian Trade Agency, and in partnership with Confartigianato Imprese.** These collaborations will provide companies with additional opportunities for business, visibility, and engagement with international markets through a program of **roadshows** and trade missions planned in **South America, Denmark, India** (in partnership with **Lakmé Fashion Week**), **Armenia** (in partnership with the **Fashion & Garment Chamber of Armenia**), **Kazakhstan**, and **Azerbaijan** (in collaboration with **Visa Fashion Week**). **The first roadshow will take place in Gran Canaria from June 24–28 during Gran Canaria Swim Week (GCSW).**



*"WHITE confirms its role as a platform for innovative international connections. Every year, – says **Alessia Cappello, Councillor for Economic Development and Labor Policies** – its new projects explore lesser-known worlds and realities through continuous research and a strong focus on quality, creating dialogue and synergies among different stakeholders and generating new opportunities. For Milan and the fashion ecosystem, WHITE has become an indispensable format".*

"We are pleased to contribute to the export development of SMEs through the many initiatives we are carrying

out together with WHITE during Milan Fashion Weeks and through the 2026 Grand Tour 'Excellence, Artisan Fashion,' which places our companies at the center of international fashion shows and events," says **Moreno Vignolini, President of Confartigianato Moda.**

The increased resources allocated by ICE will allow WHITE to significantly expand the presence of international operators and enhance its incoming and communication activities between June and September, targeting **India, the Balkan region, South America, the Middle East, Singapore, Thailand, and Africa, while maintaining strong buyer positioning in Europe, China, Japan, and South Korea.**

We continue our efforts to promote international relations, focusing on business development in emerging markets beyond traditional routes, with the goal of expanding opportunities not only for exhibiting companies but also for established Italian brands seeking access to untapped international markets characterized by strong economic prospects and increasing purchasing power. It is a source of great satisfaction for me to contribute concretely to opening new growth scenarios and strengthening the presence of Made in Italy in high-potential contexts through strategic connections and meaningful development opportunities." says **Brenda Bellei, CEO of WHITE.**

As part of its corporate growth strategy, WHITE has appointed **Monica Sarti as Vice President.** An Italian entrepreneur and designer, Founder and Creative Director of L'Accessorio and CEO of Lanificio Faliero Sarti, Monica Sarti has played a key role in the development of Faliero Sarti, the historic Tuscan company specializing in premium fabrics and accessories. She will contribute to WHITE's strategic development and the strengthening of its international relationships (see attached biography). With Monica Sarti's appointment, a **Steering Committee composed of entrepreneurs and professionals with extensive international market experience will be established to accelerate WHITE's growth plan and support new opportunities abroad.**

"I enthusiastically accepted the invitation to join the WHITE family in such a prestigious role. I have participated in WHITE since its very first edition and know its enormous potential. I fully share the development plan focused on involving structured companies capable of expanding internationally and addressing new markets, a necessity that has become fundamental for business growth. The vision of involving SIMEST will make all this achievable. Having personally contributed to the development of The Circle Project in Saudi Arabia, I have witnessed firsthand the attractiveness and potential of our companies in emerging markets" says **Monica Sarti, Vice President of WHITE – Creative Director of L'Accessorio and CEO of Lanificio Faliero Sarti.**

WHITE is launching a collaboration with **SIMEST**, whose financial tools provide important support to companies wishing to promote their business internationally through trade fairs and promotional initiatives such as WHITE Milano. In particular, companies can access subsidized financing of up to €500,000 per event to support

expenses related to participation and brand promotion in strategic international contexts.



*"We are particularly pleased to begin this collaboration with WHITE Milano, a leading platform for promoting Italian fashion excellence – says **Carolina Lonetti – Chief of Export Credit & Soft Loans at SIMEST** – Together, we aim to provide companies in the sector with even more effective support in their growth and internationalization paths, facilitating access to SIMEST's subsidized finance instruments and maximizing the opportunities offered by WHITE events. Trade fairs and business events are, in fact, strategic opportunities for visibility, networking, and development in international markets. Creating strong synergies between financial institutions and supply chain operators is essential to strengthening the competitiveness of Made in Italy and supporting companies as they navigate the challenges of an increasingly global marketplace."*

Debora Massari, Regional Councillor for Tourism, Territorial Marketing and Fashion of Lombardy states: *"The Lombardy Region firmly supports WHITE's international growth strategy, as it is a trade show that effectively embodies the export-oriented spirit that distinguishes Lombardy's fashion industry. Internationalization is no longer an option but a structural requirement for companies seeking to remain competitive in the sector. For this reason, we welcome initiatives such as the collaboration with SIMEST and the development efforts aimed at high-potential markets, from South America to Central Asia. Lombardy is Europe's leading manufacturing region, and WHITE represents one of its most authoritative showcases on the global stage. Our patronage recognizes a platform that generates tangible value for local businesses and strengthens the presence of Made in Italy in international markets"*.

For the September 2026 edition, WHITE will also benefit from the support of **Beppe Angiolini, Founder of Sugar**

Arezzo, who will take on the role of Ambassador and Co-Creative Director alongside Founder Massimiliano Bizzi. *"I have worked closely with Massimiliano on the creative side of the business for several years, and I am pleased to assume this new role, as I strongly share and support his vision and strategy."* states **Beppe Angiolini Founder and Ceo of Sugar Arezzo**.



After **TABULA RASA**, WHITE's creative journey continues with a second chapter that transforms the blank page of renewal into a space filled with meaning. Conceived by **Massimiliano Bizzi** and **Beppe Angiolini** and interpreted through the lens of photographer-artist **Arash Radpour**, the campaign places kindness at the center as a contemporary form of elegance. In the video campaign, the act of writing symbolizes a refined and conscious gesture, reflecting the way we dress and express our identities. Fashion becomes a language that conveys not only a sense of style, but also an attitude shaped by care, respect, and sensitivity. It invites us to rediscover the value of meaningful gestures and to embrace elegance as a genuine form of kindness.

The September 2026 press conference has been confirmed, during which additional developments and special projects will be unveiled.

From June 18–20, WHITE will present **ON THE BEACH**, a new format developed in collaboration with WHITE, **360 Showroom**, and **Maison Allumeuse**, which will also collaborate on **WHITE RESORT** in September 2026.

Among the international projects for 2026, the collaboration with Gran Canaria Swim Week (GCSW) is confirmed. GCSW will be present with exhibition and educational spaces at both ON THE BEACH in June and WHITE RESORT in September, further strengthening its strategic alliance with WHITE Milano and consolidating its international positioning within the global fashion industry.

The collaboration will include dedicated exhibition spaces for the winners of the GCSW competitions, including designer **Elena Morales**, recipient of the **GCSW 2025 Best Sustainable Collection Award**. This initiative will

further enhance the international visibility of emerging talents connected to the island, showcasing their work to international buyers, specialized media, and key industry figures. **During the next edition of GCSW, scheduled to take place in Gran Canaria from June 24 to 27, 2026, a new beachwear brand will be awarded the opportunity to be featured at WHITE RESORT in September 2026.**



Hosted at Via Tortona 54, **ON THE BEACH** is conceived as a **teaser for WHITE RESORT**. The project is designed to foster new business opportunities by connecting increasingly interconnected worlds such as **fashion, tourism, hospitality, and lifestyle**. **Its primary objective is to introduce fashion into the boutiques of leading luxury resort hotels and reach a continuously evolving international clientele with high purchasing power.**

The format has been deliberately designed as a hybrid concept combining **showroom presentations, pop-up experiences, and opportunities for dialogue and exchange**. This choice reflects a clear commitment to change, also expressed through new dates and a new venue, with the goal of offering a more focused, contemporary experience centered on the quality of relationships and meaningful connections.

To further strengthen the presence of representatives and professionals from the luxury resort hospitality sector, **WHITE Resort has partnered with Allumeuse**, a company that has established itself in recent years as a leading reference in Italy's luxury hospitality industry and is gaining increasing recognition on the international stage (see attachment).

ON THE BEACH

POWERED BY

WHITE

JUNE 18.19.20
VIA TORTONA, 54 | BASE MILANO

store, but a narrative platform made up of chapters, encounters, and discoveries that unfold over time.

WHITE would like to thank its new team of ambassadors, influencers, and experts whose support over the coming months will help position the platform as a global reference point:

- **Monica Sarti – CEO & Founder, Faliero Sarti; Vice President, WHITE**
- **Beppe Angiolini – Founder, Sugar Arezzo**
- **Marina Lyritzi – International Scouting Ambassador**
- **Paola Betancur & Manuela Rubio – Owners, Makeno**
- **Federica Montelli – Owner & Founder, Chapters**
- **Alessandra Montana – CEO, Allumeuse**
- **Alessia Fattori Franchini – Founder & CEO, AFF**
- **Laura Albanesi – Fashion Brand Ambassador**
- **Camilla Arango – Latin America Ambassador**
- **Fabio Calò (Kalosh)**
- **Federico Giuliani – Urban Brand Ambassador**
- **Maurizio Tentella – Influencer**
- **Takao Tsubouchi – Ambassador for Japan and South Korea**
- **Irma Pitagorsky – U.S. Market Ambassador**
- **Sofia Caers – Benelux Ambassador**
- **Poet Showroom – Northern Europe Ambassador**
- **Janaina Engelmann-Brothánek – Ambassador for Germany and Austria**

Milan, June 4, 2026

Among the highlights of this first edition is a group of 12 brands from Colombia, selected by **Makeno, one of South America's most respected concept stores, based in Medellín. Founded by Paola Betancur and Manuela Rubio**, Makeno has become a benchmark platform for contemporary Latin American design, bringing together a carefully curated selection of more than 120 emerging and established Colombian designers across fashion, accessories, jewelry, and lifestyle. Recognized for its innovative vision and commitment to creative research, Makeno champions authenticity, craftsmanship, and independent Colombian talent, contributing to the international visibility of Latin America's creative landscape.

For the June 2026 edition, WHITE has also selected **Chapters** as its pop-up partner to interpret the theme "On The Beach" through a curated selection of brands that embody a new summer narrative: free-spirited, contemporary, and authentic. The project brings together independent labels distinguished by strong identities and curated by Federica Montelli, who has long been dedicated to discovering new creative languages, emerging talents, and brands destined to leave a lasting mark.

More than a selection of brands, "On The Beach by Chapters" is a narrative of visions, aesthetics, and perspectives that transforms the trade show into a space for discovery and inspiration. **Chapters was founded on the belief that every project is a story in constant evolution. It is not simply a multichannel concept**

Attachments:

ON THE BEACH – Tendenze brands by 360 showroom
SIMEST – Presentazione opportunita' di finanziamento
GCSW – Press Release
ALLUMEUSE – Press Release
MAKENO – Press Release + Brands
AMBASSADORS PROFILES

PRESS KIT

For more information:

Raffaella Imò | Press Office Manager WHITE
Tel. +39 02 34592785 | raffaella.imo@whitepress.it



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