

WHITE[®]

MILANO

SEPTEMBER 25 | 26 | 27 | 28 2025

TORTONA FASHION DISTRICT MILANO

WHITE PRESENTS THE SPECIAL PROJECT DEDICATED TO THE SAUDI BRAND REBIRTH, SHOWCASED IN A SECRET ROOM



Tala Abukhaled is the visionary Saudi designer and founder of the brand **Rebirth**.

Following her stylistic path since her debut, Tala Abukhaled was discovered by **Massimiliano Bizzi** from among the designers of the Saudi 100 Program, a project featured in the prestigious **Saudi 100 Showroom**, which took place in 2022 and 2023 at WHITE Milano, promoted by the **Saudi Fashion Commission**.

Born as an extremely innovative Resort collection, **Rebirth** exhibited at WHITE RESORT in June 2025 and met with considerable success among the most important buyers in the sector. Given this, **the designer now plans to enter the new luxury prêt-à-porter segment with a completely made-in-Italy collection produced by Jato 1991**, which is part

of the **Minerva spa group**, one of Italy's leading industrial groups specialised in luxury apparel and accessories. This partnership allows **Rebirth to create a new collection**, drawing on their advanced technical solutions and impeccable craftsmanship.

Rebirth is recognized for its refined aesthetic, seamlessly blending and innovative design. Each piece reflects conscious elegance, with meticulous attention to details and a strong creative vision.

This synergy between Saudi creativity and Italian manufacturing is the direct result of the ongoing support, which has gone beyond merely offering a platform of visibility. We are indeed playing a crucial role in establishing the foundation for Rebirth's industrial and commercial growth. for Rebirth's industrial and commercial growth.

The journey continues, as **Rebirth will return to WHITE Milano from September 25–28, 2025**, featured in a **Secret Room**, a special space ready to welcome brands that stand out for their high level of creativity. Today, Rebirth is becoming increasingly recognized on the international fashion scene, thanks to the network of connections established through WHITE and M.Seventy.

“We are thrilled about this new collaboration between Jato 1991, which has always made creativity a core part of its mission, MinervaHub, M Seventy Group, and the young and talented Saudi designer, Tala Abukhaled. This partnership between Italian excellence and Gulf creativity will allow the designer to present her prêt-à-porter collection at Riyadh Fashion Week,” says **Jacopo Tonelli, CEO of Jato 1991 and Creative Director of MinervaHub.**

“Being part of the Saudi 100 Brands program, under the vision of the Fashion Commission, has allowed Rebirth to take its place at WHITE Milano, which is not just a showcase, but a true cultural crossroads. It was at WHITE that we connected with Jato, whose Italian craftsmanship is now part of our narrative. This collaboration has been essential in blending Saudi creativity with Italian excellence, shaping a visionary future together,” says the designer of Rebirth, **Tala Abukhaled.**

Thanks to the great scouting ability of **Massimiliano Bizzi founder of WHITE MILANO**, which led him to

discover exceptional talents such as the designer Uma Wang, Stella Jean, along with the other most relevant international creatives around the world, WHITE is confirmed as the global point of reference for its curatorial and business development platform.



Tala Abukhaled

Tala Abukhaled is a fashion and art designer known for her innovative approach to design, often working with unusual materials to create unique, boundary-pushing pieces. Based in Saudi Arabia, she blends artistry with craftsmanship, redefining contemporary - bohemian fashion and art. Tala Abukhaled graduated from Esmod French Fashion University with a Bachelor of Arts, where she refined her expertise in precision tailoring and creative construction. With a keen eye for detail and a passion for pushing creative boundaries, she continues to challenge conventional aesthetics through her work.

TACTILE GESTURE

The Story

This collection, titled **Tactile Gestures** marks a new chapter for **Rebirth**—the first collection produced in Italy at Jato, one of the most respected production houses in fashion. Known for its work with world known global fashion houses, Jato brings technical precision and a tradition of craftsmanship that resonates with Rebirth's own values of artistry and detail.

This collection explores the idea of gestures, the power of the handmade, —those small, intentional details, the movements that define a well made piece. From the touch of fabric to the finishing of a seam, these gestures are a universal language, sparking a feeling of luxury craft. By working with Italian makers while rooted in Saudi Arabian heritage, Tactile Gestures reflects how fashion moves across cultures, carrying influences that are both local and global.

For this special collection, we will also be in collaboration with a world known Italian jeweler, the collection continues this dialogue between traditions, bringing together clothing and jewelry as interconnected forms of expression. It is about craft meeting craft, cultures meeting cultures—showing that fashion, at its core, is a shared language without borders.



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