



WHITE MILANO AND RETAIL LEADERS CIRCLE SIGN A STRATEGIC PARTNERSHIP



WHITE, the exhibition event dedicated to contemporary and new luxury, continues with its international projects. After the opening of the pop-up store in Riyadh, a new agreement was signed yesterday between **Retail Leaders Circle (RLC)** and **WHITE Milano**, during the RLC Global Forum.

The RLC Global Forum 2025, held in Riyadh on February 5th and 6th, concluded after two days of high-level discussions, bringing together leaders from across the retail sector, including industry partners, policymakers, and academics. Focused on global best practices and market-specific opportunities, the Forum served as a platform for targeted initiatives, addressing the forces shaping the future of retail. The agenda highlighted the transformative impact of public-private partnerships, the increasingly dominant role of shopping malls in Saudi Arabia, the rise of omnichannel retail, and the changing dynamics of luxury retail, a sector set to a complete transformation to reach forty-nine billion dollars in regional e-commerce sales by 2025 in Arab markets. The Forum also explored the evolution of lifestyle destinations, with the participation of leading companies from the GCC region and beyond.

The day featured significant engagement between RLC and WHITE Milano. Brenda Bellei, CEO of WHITE Milano, and Panos Linardos, President of the RLC Global Forum, **signed a Memorandum of Understanding (MoU)**, creating a strategic partnership to promote the global growth and expansion of brands selected by WHITE as part of the CIRCLE project led by Brenda Bellei and Monica Sarti.

This collaboration, presented under the **"WHITE CIRCLE"** initiative, aims to develop business opportunities in key fashion, lifestyle, and retail markets, expanding international and traditional distribution channels not only in Saudi Arabia but also in neighboring countries, extending to markets in Singapore, Vietnam, and Indonesia. The focus on new markets reflects a 360° attention to the shopping experience and lifestyle of the modern consumer, who is increasingly seeking products that combine balanced pricing, exclusivity, and innovation on a global scale.

The central goal of this strategic alliance is to drive expansion into new global markets, with a particular focus on key geographic areas where the high quality contemporary and **new luxury** segments are experiencing rapid growth.

The agreement aims to take advantage of these opportunities, allowing **WHITE's brands** to consolidate their presence in new markets, reaching an increasingly wide audience.

Thanks to this collaboration, the **brands participating in the Milan exhibition** will have access to new, previously unexplored distribution channels, essential for establishing themselves in an ever-evolving market.



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