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WHITE and ICEX España Exportación e Inversiones continue their successful collaboration initiated in September 2017, focused on the international trade promotion of Spanish companies. During the trade show scheduled from September 22 to 25, 2023, coinciding with Milan Fashion Week, a selection of ten Spanish designers and their SS24 collections will be presented.

The partnership between WHITE and ICEX aims to promote in Milan, an international showcase for ready-to-wear fashion, one of the most robust sectors of the Spanish economy, through the specifically chosen labels of the project. These are clothing and accessory brands with international appeal that stand out for their contemporary design, their renewed and modern interpretation of Spanish tradition and craftsmanship, and their social and environmental awareness. They recognize WHITE as an ideal commercial platform for the promotion and development of their business.

The Spanish talents participating through the collaboration with ICEX will include **JCPajares, Flabelus, Lavina Peswani, Lola Cruz, Clo Madrid, Surkana, Chie Mihara, Lola Casademunt, Yerse, and Pahiesa Formentera.**

JCPajares was founded by the stylist Juan Carlos Pajares. In his recent collections, he has incorporated the work of artisans from Castilla La Mancha to create ceramic buttons, hand-embroidery, and blown glass details.

Flabelus aims to transform espadrilles, a typical Spanish footwear, into versatile shoes suitable for year-round wear and various occasions, making them an integral part of the everyday wardrobe with a fun, modern, and chic touch.

Drawing from her Indian roots and experiences in different countries, stylist Lavina Peswani tells stories through her illustrations. She then translates them into handcrafted clothing in Spain and silk scarves made in Italy, designed to create easy-to-wear sets and ensembles.

Maria Jesus Muñoz Gozalvo continues her family's tradition in the footwear and fashion industry by founding the Lola Cruz brand. The brand aims to offer products that adhere to specific values: exclusive designs, attention to detail, and high-quality materials.

CLO Madrid celebrates the "savoir-faire" of Spanish artisans. The creations are elegant and timeless pieces inspired by modern cosmopolitan women. CLO places emphasis on conscious buying, focusing on durable creations based on quality in line with the slow fashion movement ideology.

Tattoo artistry takes on a couture dimension in Surkana's collection. Daily style is expressed through light and comfortable textures. An homage to Paul Jacoulet and his tattoo representations can be found in the vibrancy of the color palette.

Chie Mihara doesn't believe in aesthetic or cultural barriers. Born in Brazil, she draws inspiration from playful and colorful styles, while her time in Japan, where she studied fashion and gained early work experiences, instilled an appreciation for details and refined style.

The picturesque landscapes of the French Riviera and the Italian Riviera serve as inspiration for Lola Casademunt. Fluid and knitted garments, denim jumpsuits, blazers, and cargo pants are enriched with distinctive brand elements like animal prints and logo mania, making them must-haves for the typical relaxed season days.

Yerse's collection draws inspiration from the abstractions of nature, revealing geometries of perfect beauty. Contemporary silhouettes in lightweight fabrics, feminine garments adorned with small patterns. Handcrafted crochet pieces blend with vibrant floral prints. The natural mixes with the bucolic in knitted shorts and tops featuring ruffles.

Pahiesa Formentera perfectly embodies the spirit of the island it is named after. A bohemian mood and a completely free and relaxed lifestyle prevail in Pahiesa Formentera's creations. The predominant use of silk is evident, with tunics, kimonos, and mini-dresses crafted from this luxurious fabric.