


## Expansion Plans

White Milano has big plans for its upcoming editions.

On Thursday, during a conference at Palazzo Morando in Milan, Massimiliano Bizzi, president and founder of White, outlined the trade fair's growth plan, which includes changes for the next editions, the appointment of a new board, and also a significant new investment from the Italian Trade Agency (ITA).

"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," said Bizzi.

ITA increased its resources allowing White to triple the presence of international buyers and enhance its communication activities between June and September, targeting India, the Balkan region, South America, the Middle East, Singapore, Thailand and Africa, while maintaining a strong buyer positioning in Europe, China, Japan and South Korea.

The June edition, taking place from June 18 to 21, will see the launch of the new "On the Beach" format, hosted in Milan's Tortona district. The project was designed to develop new business opportunities by connecting fashion, tourism, hospitality and lifestyle through a hybrid concept combining showroom presentations, pop-up experiences, and events.

A highlight of this first edition will be a group of 12 brands from Colombia, selected by Makeno, one of South America's best-known concept stores based in Medellín, founded by Paola Betancur and Manuela Rubio.

Next September, White will introduce two new sections: Nuvola dedicated to accessories, and Box, centered on streetwear, activewear and denim.

Among the brands, there will be Kimhēkim, founded in 2016 by Korean designer Kimintē Kimhēkim and now part of the official Paris Fashion Week schedule.

As part of its corporate growth strategy, White has appointed Monica Sarti vice president. Sarti is founder and creative director of L'Accessorio and chief executive officer of Prato, Italy-based Lanificio Faliero Sarti. Following Sarti's appointment, White will establish a steering committee composed of entrepreneurs and professionals with extensive international market experience. – A.Q.

Vincenzo Trione photograph by Getty Images

## French Chic

If America runs on coffee, fashion runs on sparkling water – just look at the bottom of any insider's bag during fashion week for the half-drank proof.

Well, it seems the love affair goes both ways as Maison Perrier has partnered with Rent the Runway to curate its first clothing capsule, dubbed "French Girl Summer."

The collection of over 100 pieces draws on Maison Perrier's Gallic heritage dating back to 1863 when Napoleon III granted a decree allowing water from the Les Bouillens spring in Vergèze to be commercially bottled. Thus, regional contemporary labels like Maje, Sandro and Claudie Pierlot are featured prominently, allowing anyone to cosplay Jane Birkin, if only for a limited time.

The edit, which drops June 15, will be available for one month in the Rent the Runway app and online at Renttherunway.com. And as a purchasing bonus, Maison Perrier coupons will be included with each order, which should come in handy when customers need to re-hydrate after trying on outfits.

"You can't think about French culture and lifestyle without thinking about style inherently, so it's a big content territory for us," said Maison Perrier's brand manager Kaitlyn Wood. "What we bring is this elevated, refreshing moment to the masses and Rent the Runway really stands for that: elevated everyday accessibility."

Earlier this week, WWD reported the rental platform drove earnings up nearly 30 percent in the first quarter, due in part to targeted merchandising efforts and an increased focus on brand deals. It recently brought to life wardrobes inspired by "The Devil Wears Prada 2" and Netflix's "Running Point," but because this one involved a premium beverage maker, celebratory drinks seemed fitting. So, on Wednesday, Maison Perrier toasted their collaboration during a press preview at the Rhymer's Club in the East Village.

Guests were invited to browse racks brimming with toile de Jouy and tweed while sipping custom carbonated spritzes. Color season analysts were also available on-site to give readings alongside a build-your-own accessory bar complete with Maison Perrier scarves and bag charms.

Wearing an emerald knit polo dress from the collection, Wood said she was eager to rent Vanessa Bruno's cotton eyelet frock, also in Maison Perrier's signature green. "We tried to infuse some pops of it to tie back to our iconic branding."

"I'm more of a dress girl, but I think we have a lot of good day-to-night separates, too," she added. After all, capturing that French je ne sais quoi is "about effortlessness. A lot of times, it can be as simple as a white T-shirt, jeans, and a pop of red lipstick."
– ARI STARK


A Vanessa Bruno dress from Maison Perrier's "French Girl Summer" edit.


A drawing of the Tampa Bay LoveShackFancy.

## Greater Love

LoveShackFancy will open its first Tampa Bay boutique at Hyde Park Village this summer. This marks the brand's third location in Florida – its first outside South Florida – and its first dedicated storefront in a market that's been loyal to the brand for years.

Hyde Park Village, an open-air lifestyle destination in Tampa's historic Hyde Park neighborhood, is part of the WS Development Portfolio. Spanning six city blocks, Hyde Park has evolved into one of Tampa's most sought-after retail neighborhoods, with stores such as Zimmermann, Alice + Olivia, and Veronica Beard.

LoveShackFancy currently has 29 stores worldwide and 450 retail partners.

The new LoveShackFancy boutique draws from historical Florida homes and Palm Beach interiors, with blush grasscloth walls, crystal chandeliers, decorative latticework, and antique brass details creating the space. Large street-facing windows fill the store with natural light, with floral textiles and residential-inspired touches. The 1,040-square-foot shop was designed as a romantic, residential-inspired environment that brings the band's signature whimsical, feminine identity to life through a Florida lens. Designed to feel open and airy, the layout features perimeter merchandising and a custom floating cash desk.

"Hyde Park Village immediately felt like the kind of place where LoveShackFancy belongs," said Rebecca Hessel Cohen, founder of LoveShackFancy. "There's something incredibly special about the neighborhood, it feels personal, walkable, social and beautifully lived-in rather than manufactured. Our stores are always designed to feel emotional and immersive, almost like stepping into someone's home, and Hyde Park Village already has that same sense of warmth and discovery built into it. We've had customers in Tampa shopping the brand for years, so opening here felt like a very natural next step for us." – LISA LOCKWOOD

## Museum Man

Milanese art and design hub Triennale Milano museum has a new leader. On Thursday, the cultural institution said that academic, curator and art historian Vincenzo Trione is the new president of its board of directors. Architect and urban planner Stefano Boeri concluded his eight-year presidential term at the end of April."

Trione is a professor of Art and Media and Contemporary Art History at Milan's IULM University, where he previously served as dean of the faculty of Arts and Tourism. He currently coordinates the PhD in Visual and Media Studies and directs the Center for Media and Visual Studies. He also writes for Italian daily Corriere della Sera and has held major curatorial roles including curator of the Italian Pavilion at the 56th Venice Biennale.

In 2020, he was named "Knight of Merit of the Italian Republic" by Italy's president Sergio Mattarella.

The Triennale di Milano appointed new board members, including Salone del Mobile.Milano president Maria Porro as its new vice president. The board also includes Dario Rinero, chief executive officer of Haworth Lifestyle, which controls design firms Poltrona Frau, Zanotta and Cassina. The board will remain in place for the next four years.

Founded in 1923 at the height of the city's Art Deco heyday, Triennale is based in the Palazzo dell'Arte, built in 1933 by Giovanni Muzio.

Situated on the edge of the city's verdant Parco Sforzesco, the museum opened the permanent design installation the Museo del Design in 2019.
– SOFIA CELESTE ■


Vincenzo Trione