



WHITE[®]

MILANO

SEPT 24-25-26-27
TORTONA FASHION DISTRICT

From September 24 to 27, WHITE will redefine the Tortona District with the introduction of the new T35 and T15 hubs, alongside the Nuvola, Box and More sections. The fashion district will open up to the city, further strengthening its role as a hub for creativity, experiences and community engagement. WHITE has also signed a partnership agreement with SIMEST to provide greater support for fashion companies.

The September 2026 edition marks a major evolution for WHITE, **featuring an expanded exhibition area, the introduction of new venues and the strengthening of its commercial team through the appointment of international ambassadors and consultants.**

This transformation is part of a broader strategy to enhance the Tortona District as a leading destination for contemporary creativity, consolidating its identity while reinforcing its international appeal during Milan Fashion Week. The new exhibition layout has attracted more established buyers and brands with a strong presence in global markets, creating an increasingly integrated ecosystem where fashion, design, research and innovation converge. The exhibition will host **450 brands** and welcome an enhanced incoming programme of **more than 300 carefully selected top buyers representing the world's leading retail groups.**

A new district-wide project will also debut, bringing the **TORTONA DISTRICT** together through a dynamic programme of events open to the **fashion community. Music, pop-up activations, immersive experiences and entertainment will enliven the district every day from early afternoon onwards.**

Designed to extend the exhibition experience beyond opening hours, this programme will transform the district into a vibrant me-

eting place for networking, marketing and business opportunities for exhibitors, buyers and the international fashion community that gathers in Milan during Fashion Week.

The 2026 edition will be held under the **patronage of Regione Lombardia and the Municipality of Milan, with the support of the Italian Ministry of Foreign Affairs and International Cooperation (MAECI), the Italian Trade Agency (ICE) and in partnership with Confartigianato Imprese.**

Alongside the established **T27** and **T54** venues, **WHITE will introduce T35**, home to **On the Beach**, the project dedicated to resortwear, and **T15**, which will host the new **More** area dedicated to beauty, lifestyle and design.

The district has been completely reimaged through a careful selection of participating companies, organised according to product categories to create a fully buyer-oriented exhibition layout with a clear and intuitive commercial flow.

The WHITE venues will also host a rich programme of live experiences, workshops, panel discussions, podcasts and many other initiatives. These activities are designed for both Italian and international buyers, supported by the **Ministry of Foreign**

Affairs, the **luxury boutique hotel** segment and the wider fashion community that makes Milan one of the world's leading fashion capitals.

T27 will showcase a curated selection of **contemporary and contemporary luxury** fashion and accessories brands, while maintaining its distinctive exhibition format with the **5 Secret Rooms** dedicated to internationally acclaimed avant-garde designers, the **3 Loft** spaces reserved for established companies with strong business appeal, and the **Basement** area, historically dedicated to WHITE's most cutting-edge research and emerging creativity.

The **Lounge** at T27 will host a major international textile group presenting a selection of **15 young designers**, already featured on the Milan Fashion Week calendar, further confirming WHITE's role as a privileged hub connecting the most dynamic global creative communities.

T54 will host two new sections: **Nuvola**, dedicated to **fashion accessories**, and **Box**, a new urban hub focused on **streetwear, activewear and denim**. The project has been conceived to engage both industry professionals and trend-conscious consumers, further strengthening the Tortona District's position as an international destination during Milan Fashion Week.

T35 | On the Beach, the area dedicated to **resortwear**, also returns following the success of its June edition, featuring an extensive programme of talks exploring hospitality, tourism and the evolution of the resortwear segment, developed in collaboration with the creative agency **Allumeuse**.

The brand selection has once again been curated by **Federica Montelli**, founder of **Chapters**, with whom WHITE launched a successful collaboration during the debut of On the Beach last June.

The September edition will further consolidate WHITE's collaborations with leading **fashion weeks, institutions and international organisations** committed to promoting creativity and the fashion industry, all of which increasingly recognise WHITE as a strategic platform for showcasing their initiatives on the global stage.

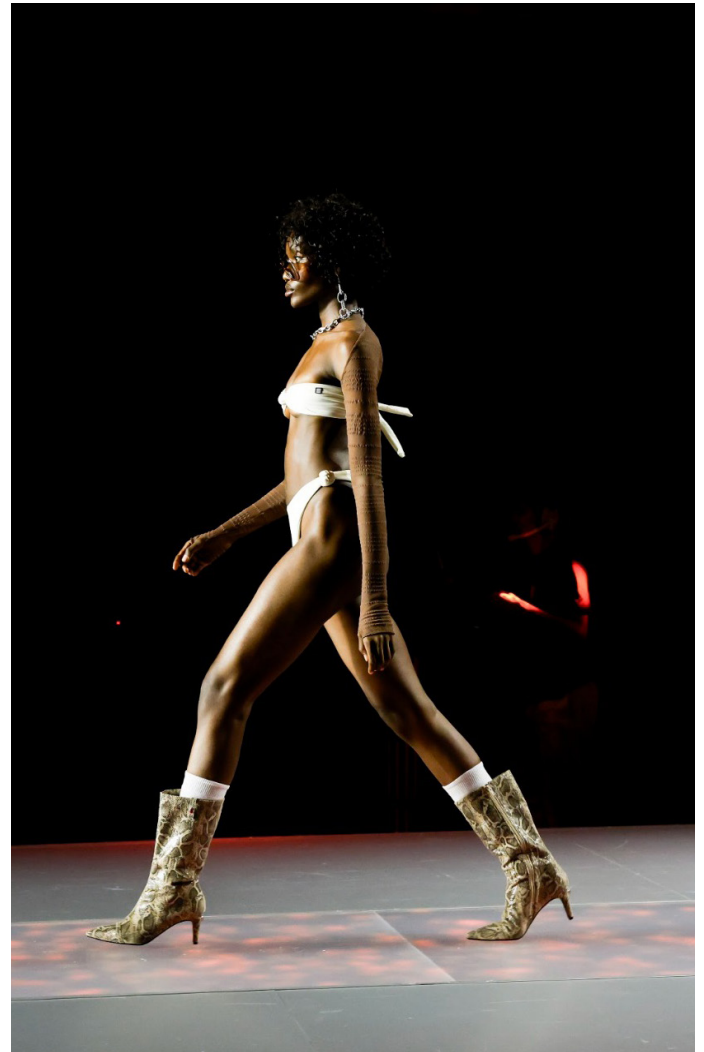
The partnership with **Yerevan Fashion Week**, Armenia's leading fashion event, will continue, while dialogue with Brazil will be further strengthened through the appointment of a new ambassador and with the support of **ApexBrasil** – the Brazilian Trade and Investment Promotion Agency – together with **ABEST Brasil**, the association dedicated to promoting the excellence of Brazilian fashion and design worldwide.

WHITE will also continue its collaboration with **ICEX España Exportación e Inversiones**, Spain's public agency for business internationalisation, which will bring to WHITE a curated selection of emerging and established designers representing the vibrancy and creativity of the Spanish fashion scene.

The collaboration between **WHITE Milano and Gran Canaria Swim Week**, one of the leading international platforms dedicated to swimwear and resortwear, will also continue. Within the **T35 | On the Beach** area, Gran Canaria Swim Week will feature a

dedicated exhibition space designed to showcase the creativity and design excellence emerging from the Canary Islands.

Further strengthening the partnership, WHITE will host a dedicated space for **Chacho SVNRS**, winner of the latest **WHITE Milano Award**, presented during the most recent edition of **Gran Canaria Swim Week**. The brand will showcase its latest collection while connecting with an international community of buyers, retailers, media representatives and fashion professionals from more than 100 countries.



WHITE will also welcome a selection of Romanian brands thanks to the support of **ARICE – the Romanian Agency** for Investments and Foreign Trade, which promotes the internationalisation of Romanian companies while fostering commercial relations with buyers from emerging markets.

Indian designers from **Lakmé Fashion Week**, a long-standing partner of WHITE, will present their collections. The collaboration with the Colombian market continues through **The Colombia Edit by Makeno**, a project developed with the support of **ProColombia**, in partnership with **Makeno**, the renowned concept store in Medellín and a leading destination for contemporary Colombian design. The initiative will bring to WHITE a curated selection of Colombian brands showcasing



their collections, further strengthening the dialogue between the two markets and creating new internationalization opportunities for the Colombian fashion industry. **As a direct result of these growing international relationships, WHITE has officially been included in the calendar of Colombia Fashion Week and, on 30 July, will be the featured guest of a special event hosted by Makeno in Medellín.**

Throughout August, September and October 2026, WHITE will continue its international missions aimed at strengthening global cooperation and consolidating relationships with institutional partners. These missions are designed to foster new collaboration opportunities, promote joint initiatives, monitor the progress of projects of mutual interest and represent the organisation in strategically important international contexts, contributing to the achievement of its objectives for growth, innovation and long-term development.

As announced in June, WHITE has also entered into a partnership agreement with **SIMEST** to provide fashion companies with even more effective support in their growth and internationalisation strategies. The partnership will facilitate access to subsidised financial instruments while enhancing the business opportunities generated through WHITE's events, strengthening the competitiveness of Made in Italy by fostering closer collaboration between financial institutions and stakeholders across the fashion supply chain.

For more information:

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