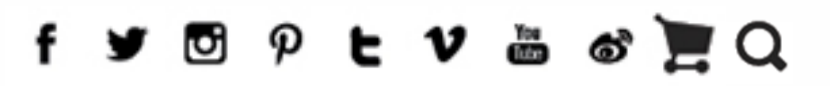




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WHITE milano | where fashion flourishes into new establishments



In the bustling heart of Milan, where the streets echo with the rhythm of style, there exists a singular event that ignites the passions of fashion industry insiders alike. It is **WHITE Milano**, an unparalleled celebration of creativity, innovation, and sartorial creations.

As the doors swing open to this veritable confection haven, one is immediately enveloped in a whirlwind of fluffy elegance and pink sophistication by the stand of GAVA, a Milanese bag brand embodying a variety of bags in different sizes and delving materials for an eclectic new generation customer.

As we make our way through the space, one can feel the air hums with anticipation, as designers, buyers, and trendsetters from around the globe converge upon this hallowed ground to witness the unveiling of the latest marvels in fashion.

Here, amidst the opulent backdrop of Milan's historic architecture, WHITE Milano becomes a stage upon which dreams are woven into reality, as the competition in fashion increases and more designers are looking for ways to get a glimpse of the industry. But WHITE Milano is more than just a showcase of exquisite attire; it is a crucible of innovation, where the boundaries of tradition are continually pushed and redefined. From avant-garde designs that challenge the status quo to sustainable initiatives that herald a new era of conscientious consumption, every collection on display tells a story of ingenuity, locally produced garments, and new visions.

As attendees weave their way through the labyrinthine corridors of the exhibition halls, they are greeted by a kaleidoscope of sights and sounds that tantalize the senses. What stands out is the Secret Rooms in the WHITE Village this year, with all brands included in these rooms carefully curated by the WHITE team to highlight the new generation of international creativity and perhaps the embodiment of this year's theme 'Women, magical creatures'.

This year, WHITE's Secret Rooms second edition covers creative individual Alberto Ciaschini known for his signature aesthetical cigarette heel. Chinese designer YANGKEHAN's silhouettes drape in craftsmanship and reference to the local tradition of clothing making, using primarily silk as the base of her designs. In contrast, Berlin-based brand PROTOTYPE: AM. This upscale fashion label, rooted in Berlin, excels in crafting premium ready-to-wear attire, particularly focusing on outerwear. Renowned for their expertise in pushing the boundaries of design, they constantly innovate with novel silhouettes, layering techniques, and proportions. Their avant-garde approach revitalizes traditional down jackets and technical apparel, infusing them with a touch of darkness and intrigue.

During this whirlwind of activity, one cannot help but be swept away by the sheer energy in the air. Here, amidst the curated displays of fashion-forward accessories and cutting-edge technologies, connections are forged, ideas are exchanged, and the seeds of collaboration are sown. As we navigate through the diverse space of WHITE venues, one standout feature not to be overlooked is the showcase of the seven Spanish designers that are flourishing alongside the universal brands. Alongside them, the spotlight shines on the exceptional Lounge space dedicated to the footwear brand YUME YUME. Renowned for their innovative approach to reshaping footwear and ready-to-wear garments, YUME YUME's collection embodies a fusion of artistic disciplines, blurring the boundaries between fashion and art. Their attention to detail is evident in every piece they create, reflecting a conscious effort to utilize fashion as a means of self-expression and identity formation, with a commitment to originality and sustainability.

Perhaps what truly sets WHITE Milano apart is its unwavering commitment to fostering inclusivity and diversity within the industry. This event serves as a beacon of hope and inspiration for all who dare to dream and all who continue their vision through craftsmanship and detail.

Heading into the basement of the WHITE Village, we therefore find the avant-garde section, separating itself from the mainstream and creating an intimate hub for one who explores identity beyond trends. We find Vanderwilt, a master of crafting intricate and tactile leather garments that evoke a profound dialogue with their own design. Each piece exudes a genderless aura, blending refined quality with the sensual touch of silk-infused leather, resulting in creations that transcend trends and establish themselves as timeless essentials.

The attention to detail ensures that every stitch and fold is executed with precision, promising a product that can withstand the test of time, becoming a cherished piece to be passed down through generations.

While black dominates as the primary aesthetic, Vanderwilt deftly introduces a palette of diverse colours, enriching the collection with depth and versatility. Moreover, she explores the reinvention of proportions, pushing the boundaries of traditional silhouettes while remaining true to the understated elegance that defines her signature style. In doing so, she infuses her designs with a sense of quiet confidence, allowing them to speak loudly without ever needing to raise their voice.

As the sun sets on another unforgettable edition of WHITE Milano, one thing becomes abundantly clear: the spirit of innovation and creativity that flows through this event knows no bounds. For here, in the heart of Milan, fashion is not merely an industry – it is a way of life, a passion, and a testament to the indomitable human spirit.

With many more editions to come, stay tuned for WHITE Resort's kick-off during the Summer on June 15, 16 & 17.

Learn more about the June 2024 edition of **WHITE Milano** at whiteshow.com.

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