

## WHITE FEBRUARY, 2016 - CLOSING COMMUNICATION

### WHITE CLOSES WITH A TOTAL OF 21,150 VISITORS AND A 15% INCREASE IN FOREIGN BUYERS

The edition of White which has just come to a close showed signs of continued internationalization, as supported by the numbers: 21,150 total visitors including a very strong presence of international buyers (+15% with respect to the February, 2015 show), coming from: the Far East (China, Japan, Korea), Europe (Germany, France and Spain) and the USA.

**18,000 square meters** set out in three locations (**VIA TORTONA 27 SUPERSTUDIO PIU'**, **VIA TORTONA 54 EX-ANSALDO**, and **VIA TORTONA 35 HOTEL NHOW**) together hosting **500 exhibitors**, of which **176 were new additions**.

The very choice of events and special areas dedicated to some of the strongest names in worldwide contemporary fashion is part of a coordinated strategy that projects White to be among the top five largest fashion events in the world.

A choice that has brought the team on Via Tortona 27 to focus on new names, like Korean **YOHANIX**, the salon's Special Guest, and star of the most anticipated and acclaimed event of Milan Fashion Week, held Sunday the 18th: an evocative urban catwalk between the Galleria Vittorio Emanuele and Piazza Duomo welcoming by an enthusiastic public and invited fashion industry professionals.

The recently concluded edition of WHITE was marked by the debut of two other important projects: an area dedicated to experimental **Chinese fashion designers**, and a section of **new brands contemporary brands supported by I.C.E.**

**China Calling**, born in collaboration with fashion talent scout **Sonja Long Xiao**, founder of ALTER, one of the most important showrooms and concept stores in Shanghai, is the special area conceived with the objective of bringing to White the experimental, trendy fashion of young Chinese design talent such as **Chrisou By Dan**, **SHUSHU/TONG**, **Nicole Zhang**, **Chen YiYuan**, **Yvmin**, **C.J. YAO** and **Rolling Acid**.

In a sign of **support for the new generation of fashion**, the project **IT'S TIME TO SOUTH**, created in collaboration with **I.C.E - Agency for the Foreign Promotion and Internationalization of Italian businesses**, opened its doors to **15 selected designers** with a strong international appeal, like **Cangiari** from Calabria, **Domenico Cioffi**, **Giuliano Galiano** and **Les Bohèmiens** from Campania, **20.52**, **Anna Siciliano Collection**, **Ground Ground** and **Reiv** from Apulia and **Bakarà**, **Daricello**, **GIULIANAdIFRANGO gioielli**, **LR Loredana Roccasalva**, **Price Eco Desgn** and **Vitussi** from Sicily.

Twelve **SPECIAL AREAS** like that dedicated to **BALTIMORA SHOWROOM** with its brands like For **Love & Lemons**, **Goldie London**, **Jovonna**, **Maimi**, **One Teaspoon**, **Unrealfur** and **WYLDR**, **BONOMEA**, **COLLECTION PRIVEE'?**, **EGGS**, **FALIERO SARTI**, **HACHE**, **LABO.ART** and **SIX LONDON SHOWROOM** presenting footwear brands like **Opening Ceremony**, **House of Holland**, **Toga Pulla** and **Swear London**. In addition, a section was devoted to the great return of **Hache**, now under new creative direction by **Manuela Arcari**, who along with Davide Agus, is working to re-launch the brand in the name of Made in Italy know-how.

Born to encourage young brands in their infancy, **INSIDE WHITE** has revived the **INSIDE WHITE AWARD**, in the most recent edition bestowed upon **1828 BY ZOEPPRITZ**, a brand run by Bavarian designer Jan Alt, creator of unisex outerwear that seamlessly joins together contemporary style with traditional tailoring. The sole judge of the prize was Korean designer **YOHANIX**.

Last but not least, the **RAMPONI AWARD**, an initiative created by **Alfredo Ramponi** himself, owner of the eponymous company that brought the world's first manmade crystal to the fashion world. The award, targeted for fashion and accessories designers aims to support and encourage research and production in the Women's fashion sector, giving the winning designer a path to one of the most important but challenging steps in fashion: trade show exhibition and market. **The winner of the first edition of the award was Alberto Zambelli**, whose brand is already showing strong expansion especially in Asia, and who exhibited his first collection at White, then going on to present a runway collection at Milan Fashion Week.

*"A result this important in terms of international support can only happen with great planning and coordination long before the event. But it is also the result of a system-the city of Milan- which manifested in a vivacious, exciting week, demonstrating the potential for which we have all worked so hard,"* states **Massimiliano Bizzi, founder of WHITE**.

Monday 29<sup>th</sup> February 2016

For further information:  
Raffaella Imò  
Head of Press Office & PR  
raffaella.imo@whitepress.it  
press@whiteshow.it