

WHITE Man and Woman
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via Tortona 27 + via Tortona 54

CLOSING PRESS RELEASE WHITE MAN AND WOMAN - JANUARY 2016

WHITE, WITH THE EDITION OF WOMEN'S PRE-COLLECTIONS, SURPASSES A TOTAL OF 5,000 TOP BUYERS, WELCOMING OVER 7,000 VISITORS. THE NUMBER OF INTERNATIONAL BUYERS INCREASED SIGNIFICANTLY, UP 22% WITH RESPECT TO JANUARY 2015.

White Man and Woman therefore confirms in numbers the success of its formula which combines, in the same exhibition area, the latest offerings from some of the most innovative Men's designers alongside a preview of Women's Autumn-Winter 2016/17 collections.

In this edition which closed last Monday, January 18th, the fair on Via Tortona 27 and 54 saw a growth of 22% in the presence of buyers, both Italian and international with respect to January, 2015. Topping the list was the strong attendance from Asian countries Japan, Korea, and China.

With its **233** exhibitors spread out over **13 thousand square metres of exhibition space**, White doubled the number of brands showing solely Women's collections in the area **Only Woman** (40 exhibitors the likes of **Mes Demoiselles**, **Garpert** and **Maurizio Pecoraro**), inaugurated a new sportswear area **W.S.016** (20 exhibitors among which were **Nonconformist**, **Superga**, **LC23** and **Kappa**) and launched a new collaboration for the **WOW** (White On Web) by **Highsnobiety** with **Luisaviaroma.com** which involved 10 companies like **Blood Brother**, **Soulland** and **GCDS**.

Another two areas, **Tradition, Value and Beauty** took the spotlight with 21 artisans divided into two sections: **Training & Show** with 16 companies which are part of **Cna Federmoda** and **Exhibition** with five artisans interpreting ancient artisanal traditions. There was also a significant number of brands who unveiled both their latest men's and women's offerings like **Angelosergio Santoni**, **Peter Non** and **Maurizio Miri**. Brands that presented their exclusively menswear offerings were the caliber of **Barracuda**, **Thom Krom**, **Kuro** and **CBS London**.

Following last year's success, **Lancia** has once again partnered with White with a special unconventional edition of the Ypsilon, personalized by artist **Erika Calesini**, which for this season has used black and white studs crafted by **Ramponi**. *"The collaboration with White – comments **Antonella Bruno – Brand Manager of Lancia for the EMEA region**, reaffirms the strong propensity for communication with the creative world and the importance of new dialogues being created."*

Fashion Council Member of the Comune of Milano, Cristina Tajani, has recently emphasized the international appeal of the city and the role of White during Fashion Week, declaring: *"Trade fairs like this bring more than 20,000 visitors to Milan and thus the traffic and tourism revenue that it brings to the city is extremely important."*

*“The Italian fashion trade show system is emerging with significant numbers, and qualitatively as well. White represents the reality of innovation and research that, focusing also on Women’s pre-collections is able to achieve more and more significant results” - says **Massimiliano Bizzi, founder of WHITE.***

*“During an expansive Fashion Week in Milan, rich with offerings at the highest level” states **Mario Dell’Oglio, president of the Camera Italiana Buyer Moda,** “White has positioned itself as one of the most important event of the week. With a strong offering dedicated to small but selective menswear producers each with their own personal interpretation of cutting edge style, the fair in Via Tortona also offers the chance to exhibit Women’s pre-collections for Autumn/Winter 2016/17, giving buyers an early, strategic overview to enhance their buying choices.”*

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