

WHITE Man and Woman
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via Tortona 27 e via Tortona 54

CLOSURE PRESS RELEASE OF WHITE MAN AND WOMAN 20-21-22 JUNE

WHITE GROWS. THE INTRODUCTION OF WOMEN PROPOSALS HAS BEEN A SUCCESS

White Man and Woman, the Milan exhibition located in the Tortona Fashion District, has closed the June edition recording more than 5 thousand visitors, with an increase by 25% in Italian buyers and by 5% in foreign buyers, with constant attendance from Japan, which has confirmed to be one of the most sensitive and receptive Countries as concerns the research carried out by White, while a rise was recorded by Korea (+33%) and China (+28%). An increase was also recorded for buyers from the Middle East (+10%) and Northern-Europe – with England in the lead (+20%), followed by Germany (+15%) and Switzerland (+3%). A drop in attendance from Russia, Greece and Spain, with a general growth in buyers by +24%, compared to the June 2014 edition. The satisfactory results were achieved thanks to an attentive planning activity that led to the creation of the new Only Woman section, to the extension of the WOW area within the Ex Ansaldo spaces and to the new Time Award project. An excellent result which celebrates research and the scrupulous selection of the show, consisting of **207 brands**, whose **71 only for menswear**, **105 presenting both men and women proposals** and **31 only for woman**, undisputed protagonists of **ONLY WOMAN**. The new section, conceived to meet the buyers and manufacturers' needs, was much appreciated by the buyers and by the exhibitors as well. Brands like **Cristiano Burani**, **Maurizio Pecoraro**, **Laura Strambi**, **Hoss Intropia** and **Momonì** presented their pre-collection in this section.

Unanimous approval also for the Man and Woman section, presenting brands like **Grenson**, **Marahishi**, **Henrik Vibskov**, **Harmony**, **The Last Conspiracy**, **Iuter**, **L.G.R.**, **Kuro** and **Snake and Dagger** and **North Sails**. Special Guest of the section was the brand **Atelier Archivio** by Alberto and Angela Biani.

White was chosen also by the English brand **Cottweiler**, special designer for menswear and **A-Men**, the new label for men of Amen, from the Jato group.

Great success also for **adidas Original** and **Reebok** while **Deus ex Machina**, the brand established in 2006 in Australia in the sphere of motorbikes, surfing and skiing staged at White a space dedicated to the cross and enduro themes with two campers in the Garden.

The European avant-garde found once again its ideal location at the Basement, the underground private area at no. 27 via Tortona, destined to welcome the most cutting-edge exponents of research, like **Marc Le Bihan** from Paris, **Lucio Vanotti** and **Filippo Fanini** from Italy, **Henrik Vibskov** the Danish designer who is back to the Basement with his research creations and House of Very Island's, created by four artists from Wien, renowned for the casualwear made from organic fabrics.



The just-ended edition of White was also a launching pad for the **Time Contemporary Fashion Award Milano**, the brand accelerator project conceived in cooperation between **White** and the **Italian Chamber of Fashion Buyers**, which thanks to the partnership with **Lancia**, the contribution of **Farfetch** and the support of the **City of Milan**, will carry the three winners, **Bliss Lau**, **Maurizio Miri** and **Ultràchic** (an absolute prize and two special prizes) in **six trunk shows** organized by **White**, from July to December 2015 in the following boutiques: **Degli Effetti** in Rome, **Banner** in Milan, **Sugar** in Arezzo, **D'Aniello** in Naples and also in Palermo, in a location which still has to be defined and in Rostov (Fashion Week End).

"The White team has always been able to catch the quick changes of the market, in this way the show has been oriented towards a men/woman format, thus giving the exhibitors the chance of presenting both the lines within the same space. The introduction of women proposals in Only Woman represents a further step towards the confirmation of a formula which already proves to be successful. This is the road we want to take. And we also intend to give more strength and energy to the upcoming editions of Time Award. A new project that involves the buyers directly, bringing contemporary fashion among people" **Massimiliano Bizzi**, founder of **White**, declares.

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