

WHITE Woman

26 · 27 · 28 Settembre 2015

via Tortona 27 · 35 · 54

WHITE BREAKS THROUGH THE UPPER LIMIT OF 20THOUSAND PRESENCES
AND STRETCHES TO 4 DAYS THE DURATION OF THE NEXT EDITIONS

The just-ended edition of White held at 27, 35 and 54 via Tortona was sparkling.

The contemporary fashion exhibition, under the patronage of the **City of Milan**, was opened on Saturday 26 September at the heart of the coolest district of Milan by the **City Councillor for Fashion Cristina Tajani, Riccardo Monti**, chairman of **ITA ICE, Antonio Franceschini**, head of Internal affairs at **Cna Federmoda** and **Mario Dell'Oglio**, chairman of the **Italian Chamber of Fashion Buyers**. It has closed its edition dedicated to the 2016 spring-summer collections recording **20.160 visitors in total (+12% compared to September 2014 edition)** with an increase in buyers attendance by **+8% (+9% Italian and +7% foreigner coming from Japan, Europe, Middle East, China and Korea)**.

The Milan show dues its success to the strengthening of its brand-mix of trends, amidst experimentation and handmade excellences presented by **450 companies** attending the show, **186** of which were new entries. The record attendance has persuaded the Show organizers to extend the duration of the show next editions to **four days**.

A myriad of new ideas were the protagonists within the three locations, to highlight the brands that hit the mark of innovation and research. Like **Baltimora Studio**, the Milan showroom and **Six London Showroom** from London that returned to White with the latest news of their portfolio, like **Anine Bing**, the select Danish brand among the most renowned in the best concept stores worldwide; **Damselby** by the Australian designer Christianna Heideman as well as **For Love & Lemons, One Teaspoon, Paris Texas, Unrealfur** and **Vanessa Mooney**. Once again, Six London Showroom has chosen White to present the new contemporary shoes collection by **Toga Pulla Footwear**, as well as the creations for women for the 2016 s/s signed by **Markus Lupfer, Swear London, Thakoon Addition** and **Toga Pulla Footwear**.

Amidts the Special Areas, we mention the one featuring ready-to-wear by **Collection Privée?** in cooperation with Manuela Arcari, young **Virginia Bizzi** at her fifth edition of pop printings and **Ultràchic**, special prize for Russian Buyers Union by Time Award 2015. **INSIDE WHITE** the area of collectives dedicated to young designers, already a launching pad for labels like **Paula Cademartori**, has set the spotlights on **Balossa**, the brand of white shirts created by **Indra Kaffemanaite** selected by **Izumi Ogino**, designer owner of the maison **Anteprima** as the best proposal for the 2016 spring-summer season.

In order to meet the requirements of fashion which is able to conquer a more and more heterogenous public, the September 2015 edition proposed **WHITE SELECT**, the brand-mix par excellence oriented to international appeal by **Almaz, Arthur Avellano, N3m-Noitremilano, Giuliana Mancinelli Bonafaccia, Tim Labenda, Rodtness, Susana Traça, Angelosergio Santoni** and **Zaafar**.

Among the most outstanding debuts of the edition closed yesterday, we mention **Sapopa**, the active glam brand entirely made in Italy and **Bonomea**, the top-notch craftmade brand of accessories and jewels.

*«A successful team work, planned through the time and with great care for each one of its phase leads to the expected results» stated **Massimiliano Bizzi**, White founder. «And this is the real satisfaction of our group after having worked for three intense and fabulous days; the mirror of a city, Milan, which has shown its best side. A cool and International city which deserves a choral work to conquer the leadership among the fashion capitals of the world ».*