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## NEW DATE FOR WHITE FORMAT| SIGN OF THE TIMES

On stage during the Fashion Week from Friday 24 to Monday 27 February 2023

After the successful edition of September 2022 - "An eye on the future", White's team is working on the next tradeshow concept that will take place from **Friday 24<sup>th</sup> to Monday 27<sup>th</sup> February 2023**.

The decision of postponing the event by one day - from Friday to Monday - responds to the strategic need of facilitating fashion operators with their schedules, yet still aligned with the dates of international Fashion Weeks.

*"We came to this decision after carefully analyzing the needs of our customers, the flow of buyers and international press; we are therefore convinced that the change will facilitate the operations of professionals and appointments planning"* says Massimiliano Bizzi, Founder of White.

A further step that underlines the dynamism and centrality of WHITE as a reference event and vital hub of Milan Fashion Week.

In February 2023 the locations in the Tortona Fashion District are reconfirmed as follows: **Superstudio Più** - Via Tortona 27, **BASE Ex Ansaldo** Via Tortona 54, **Magna Pars**, Via Tortona 15 - **Visconti Pavilion** - Via Tortona 58.

All together will welcome the best trendy international brands, but also established labels, new generation designers innovative formats and a rich schedule of events linked to the world of sustainability.

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