PUBBLICAZIONE: uk.fashionnetwork.com
PAESE: GBR
CATEGORIA DEL SITO WEB:
TIPOLOGIA: Web
VISITE MENSILI: 142862.00
AVE: £95.39
AUTORE: Elena Passeri
REACH: 4699
URL: uk.fashionnetwork.com
> 15 settembre 2026 alle ore 8:31
> Versione Online

White's exhibitor base rises 24%, new sections and venues, agreements with Simest and Cosmoprof

The 2026 edition marks a major step forward for White's September event, with a 24% increase on the exhibitor front. This double-digit growth brings a record 450 brands, underpinned by an expanded exhibition footprint with the launch of four new sections and two additional venues in the Tortona District. The growth plan includes bolstering the commercial team with international ambassadors and consultants, with the aim of positioning the district as a leading hub for contemporary creativity and amplifying the global appeal of Milan Fashion Week . The event's economic significance will be underscored by the presence of more than 300 top buyers, carefully selected from among the leading international buying groups.

Agreement with Simest and BolognaFiere Cosmoprof

Driving this expansion is a strategy focused on supporting Italy's industrial ecosystem and extending commercial reach into overseas markets. At national level, a supply-chain agreement has been signed with Simest to promote exports and the digital transition of businesses, whilst on the exhibition front international collaboration with Cosmoprof is being strengthened, creating strategic synergies between the textile and apparel sectors and the cosmetics industry.

“It has been a long journey, starting from scratch 25 years ago, and today I am focused on redesigning White to ensure it remains current and innovative, fully consistent with the DNA that has defined it from the outset. Above all, I want to give White strong international momentum, thanks to the important partnership now taking shape with BolognaFiere: their experience will soon enable us to take our companies to the most important international stages and, at the same time, finally realise my idea of creating, in the Tortona area, a show-style event dedicated to multiple sectors, all under the White banner. I am happy and profoundly proud of this journey,” comments Massimiliano Bizzi , founder of White.

“The commercial collaboration with White has already clearly demonstrated the potential of synergies between our sectors,” says Antonio Bruzzone, chief executive of BolognaFiere. “Fashion, beauty and lifestyle are increasingly interconnected ecosystems, and we want to continue to leverage the strengths of both organisations, while maintaining their respective identities and positioning and creating new opportunities for growth.” All this also reinforces Cosmoprof's activities in Milan, where the company is headquartered and where it operates Esxence, as well as contributing to initiatives such as Milan Beauty Week.

International Agreements

At the same time, the event is consolidating its institutional synergies by forging key agreements with leading fashion weeks and global organisations. The partnership with Armenia is being renewed through Yerevan Fashion Week, whilst strategic dialogue with Brazil is being intensified, supported by a new ambassador, ApexBrasil and ABEST Brasil. Europe continues to play a central role: collaboration with Spain continues both through the public body ICEX España Exportación e Inversiones, which will lead a delegation of emerging and established designers, and with Gran

Onclusive Tutti i diritti riservati https://onclusive.com/en-gb/talk-to-us/

PUBBLICAZIONE: uk.fashionnetwork.com
PAESE: GBR
CATEGORIA DEL SITO WEB:
TIPOLOGIA: Web
VISITE MENSILI: 142862.00
AVE: £95.39
AUTORE: Elena Passeri
REACH: 4699
URL: uk.fashionnetwork.com
> 15 settembre 2026 alle ore 8:31
> Versione Online

Canaria Swim Week, which will be present with a dedicated space showcasing the archipelago's creativity.

Finally, the show is expanding its reach into emerging markets. Thanks to the support of ARICE, the Romanian government agency for internationalisation, the event will host a selection of Romanian brands to foster relationships with buyers. From Asia, meanwhile, 10 Indian designers selected by FDCI – the organisation behind Lakmé Fashion Week – will be attending. Finally, synergy with South American fashion is reaffirmed thanks to the project ‘The Colombia Edit by Makeno', which will bring a showcase of Colombian brands to the fair.

New Exhibition Layout

In addition to its international expansion, the exhibition's true strategic turning point lies in a complete rethink of the Tortona Fashion District's exhibition layout. The organisers have implemented a rigorous segmentation of participating companies by product category, transforming the visitor journey into a fully buyer-oriented experience optimised for commercial impact.

The event's venue map is expanding and diversifying. Alongside the historic venues at Via Tortona 27 (T27) and Via Tortona 54 (T54), two new venues are making their debut: T35, entirely dedicated to the resortwear segment with the ‘On the Beach' project, and T31. The latter, in synergy with T54, will provide the setting for the new ‘More' area, a vertical hub focused on high-potential markets in beauty, lifestyle and design. Specifically, regarding the individual venues: T27 LUCE: The historic headquarters will host contemporary and contemporary luxury clothing and accessories collections, with the Korean brand Kimhēkim as special guest. Furthermore, within the LOUNGE hall, the international textile giant Keqiao will present a selection of 15 brands featured on the official Milan Fashion Week calendar. T54: In addition to the ‘More' section, the ‘Nuvola' area (focusing on fashion accessories) and the ‘Box' project – an urban hub dedicated to streetwear, activewear and denim – will make their debut. The venue's programme is enriched by daily workshops and talks organised by WNLAB, centred on the languages and trends of contemporary culture. The networking factor: widespread events and institutional support

White's strategy aims to maximise exhibitors' ROI beyond traditional trade fair hours. A wide-ranging programme of events open to the fashion community – including music, pop-ups and interactive experiences – is debuting, bringing Via Tortona to life from early afternoon onwards and extending the street spirit of the Box area beyond the confines of BASE Milano.

This broader marketing and networking schedule will be supported by a packed line-up of live experiences, workshops, panel discussions, and podcasts. The initiatives are aimed at national and international buyers, drawn in part by the strategic support of the Ministry of Foreign Affairs and International Cooperation, the launch of a new segment linked to luxury boutique hotels, and the natural pull of Milan Fashion Week's global audience.

Onclusive Tutti i diritti riservati https://onclusive.com/en-gb/talk-to-us/