

FACING
THE
NEW

WHITE®

SIGN
OF
THE
TIMES

24.25.26.27 FEBRUARY 2023
TORTONA FASHION DISTRICT

WHITE | Sign Of The Times presents
“FACING THE NEW”

A selection of more than 300 brands
in Tortona fashion district

WHITE | Sign Of The Times – returns in February in the Tortona Fashion District area with its widespread content show, redefining new dates and updating the concept for operators of the fashion world, with an even more incisive focus on creating new connections between the market and international creativity.

WHITE will open its doors from Friday February 24th until Monday 27th, to meet the needs of buyers and industry stakeholders from all over the world.

Special areas and unpublished brands define, according to the tradition of the trade show, a narrative path that brings together the values of the Made in Italy tradition with a luxury and unconventional aesthetic research inspired by artisanal values, coming from every corner of the world. A new edition accomplished in part thanks to the patronage of the **Municipality of Milan, with the support of the Ministry of Foreign Affairs and International Cooperation (MAECI), that of ICE - Agency for the promotion abroad and the internationalization of Italian companies and the partnership with Confartigianato Enterprises.** A consolidated relationship that also favors the incoming of the most important international buyers during the days of the show. *“The purpose of the ICE Agency’s support - declares*

Milena Del Grosso, Director of the Agency’s Consumer Goods Office - *is to bring the commercial realities of foreign countries into contact with Italian companies, bringing buyers from distant countries and emerging markets closer to Italian fashion, whose offer of business opportunities is often little known by national companies. WHITE trade show is promoted by the 78 ICE offices abroad, in collaboration with the diplomatic and consular representations, in all markets of the world, identifying potential customers and inviting them to visit the event”.*

“WHITE is an important appointment for Milan, an international showcase for the world of fashion, capable of enhancing the excellence of Made in Italy and anticipating trends, with a strong focus on sustainability and product quality.

The collaboration between WHITE and the Municipality of Milan demonstrates that important results can be achieved when the public and private sectors know how to work together. We are and will always be alongside initiatives, such as WHITE, that promote a sector which, with more than 11,000 businesses and almost 100,000 employees, represents an important value for our city, not only in terms of employment and well-being, but also in terms of prestige”, Alessia Cappello, Assessor for economic development and labor policies, fashion and design of the Municipality of Milan, declares.

"This edition of WHITE was designed to offer an even more decisive response to buyers and companies who know they will find a brand mix in the Salone dedicated to internationality and innovation. Since its origins, WHITE has been a true catalyst for trends, having the gift of recognizing the creative talents that contribute to the evolution of customs and of the market. And it is to this aspect of the format that we intend to remain faithful. I also speak on behalf of our founding partner Simona Severini who has returned as head of the Fashion Research, Promotion and Development team, bringing the Trade Show back to its original concept, thanks to a selection that focuses on quality and non-homologation. From the Secret Rooms to our special areas, we aim once again to bring together winning talents and projects, destined to become real successful case histories in the panorama of the fashion system", says **Massimiliano Bizzi - President and Founder of WHITE.**

"The collaboration between Confartigianato and WHITE - underlines **Moreno Vignolini, President of Confartigianato Moda** - represents an important opportunity to promote Italy's artisan excellence on international markets. Fashion is a strong asset of the Made in Italy, thanks to the contribution of small and medium businesses, interpreters of creativity and ancient skills, protagonists of tailor-made inspiration, personalization and obsessive attention to detail. Confartigianato is at their side to accompany them into the future, focusing on sustainability as a distinctive factor and to affirm the artisan value of the products, a mix of tradition, design, research and innovation".

Given the success of the previous editions, the **Secret Rooms** project continues in the journey that sees WHITE dedicating 4 rooms to 4 new generation international talents, carriers of an independent creativity with a strong aesthetic and conceptual impact, able to stimulate the interest of top buyers from all over the world. As in every edition, the narrative path of the Secret Rooms is renewed, inspired by the stylistic codes of the designers involved from season to season. A scouting project that always receives public approval thanks to an in-depth selection process curated by Massimiliano Bizzi and the WHITE creative team, taking into account important aspects such as innovation of stylistic codes, sustainability, a non-conformist vision with an international footprint.

To name a few:

DREAMING ELI launched at White last September, carries the message of body positivity, female empowerment, and sexual freedom. Her collections touch on the themes of independence, emancipation and freedom of expression, enhancing the charm inherent in all the contradictions that are hidden in femininity.



DREAMING ELI



ROMEO HUNTE

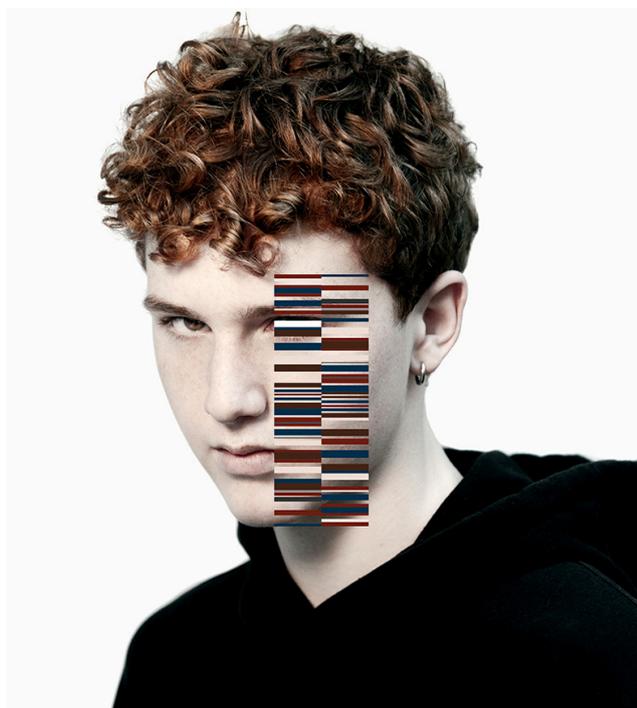
STUDIO PANSTERS the brand of the Dutch designer Lieke Pansters, graduated in fashion design at the ArtEZ University of the ArtS in the Netherlands, expert in hand weaving techniques applied to fashion and interior design. Each piece is a hymn to imperfection in which traces of the craftsman's hands are deliberately visible, making them different and unique.

ROMEO HUNTE already noticed by the biggest retailers in the world, including Net-A-Porter, Saks Fifth Avenue and Bergdorf Goodman expresses the perfect mix between creativity and practicality. Loved by celebrities such as Beyoncé, Lewis Hamilton, Jennifer Hudson, Hailey Bieber, up to the former First Lady of the United States, Michelle Obama. A guest at the Met Gala as an emerging talent, he was also named a finalist for the Womenswear Fashion Group International Rising Star Award in 2020.

OLUBIYI THOMAS Central Saint Martins talent, originally from Lagos, started his career as a designer at Alexander McQueen in London. As Creative Director of De Rien, he founded his own brand which adopts an artisanal approach to archaic fabrics, defined by rough profiles and a deconstructed avant-garde aesthetic and very feminine. The brand explores stories of multiculturalism and hidden identities, born from the reflection of its creative director Olubiyi on his Nigerian origins and his Scottish education. Inspired by his heritage, Olubiyi reimagines in a vivid way the bonds between British post-colonialism and African cultural history. Each piece is handmade in London and focuses on carefully selected sustainable and artisanal fabrics.

The last two, **ROMEO HUNTE NEW YORK** and **OLUBIYI THOMAS**, are part of the Fashion Minority Alliance project: a Non-profit, Non-partisan organization which collaborates with companies, brands, organizations and operators in fashion and beauty industries to promote and guarantee the advancement of BIPOC and Historically Marginalized creatives, with the aim of ensuring that cultural interchange leads to positive, sustainable and long-term change in the industry.

It is from this borderless approach, increasingly aimed at proposals from an unconventional fashion geography and which marks the path for a **new global creative identity** that draws inspiration the theme of the campaign of the February edition of WHITE 2023 titled **Facing The New**. The lens of the Iranian photographer and artist **Arash Radpour** chooses a highly topical theme: the **map of the genome** completed by researchers a few months ago, **in which the elements that make every human being unique are recorded**. A reading key that paves the way for the deepening and enhancement of ethnic diversity, where the numerous cultural identities acquire meaning and evolve through their interaction and sharing, helping to create a new awareness of hybrid fashion, whose value lies in the multiple creative identities that compose it. Four faces representing a new global society are the chapters of a cross-media campaign that will accompany the WHITE public up to the days of the show in which the visitor will be immersed in his multicultural journey.

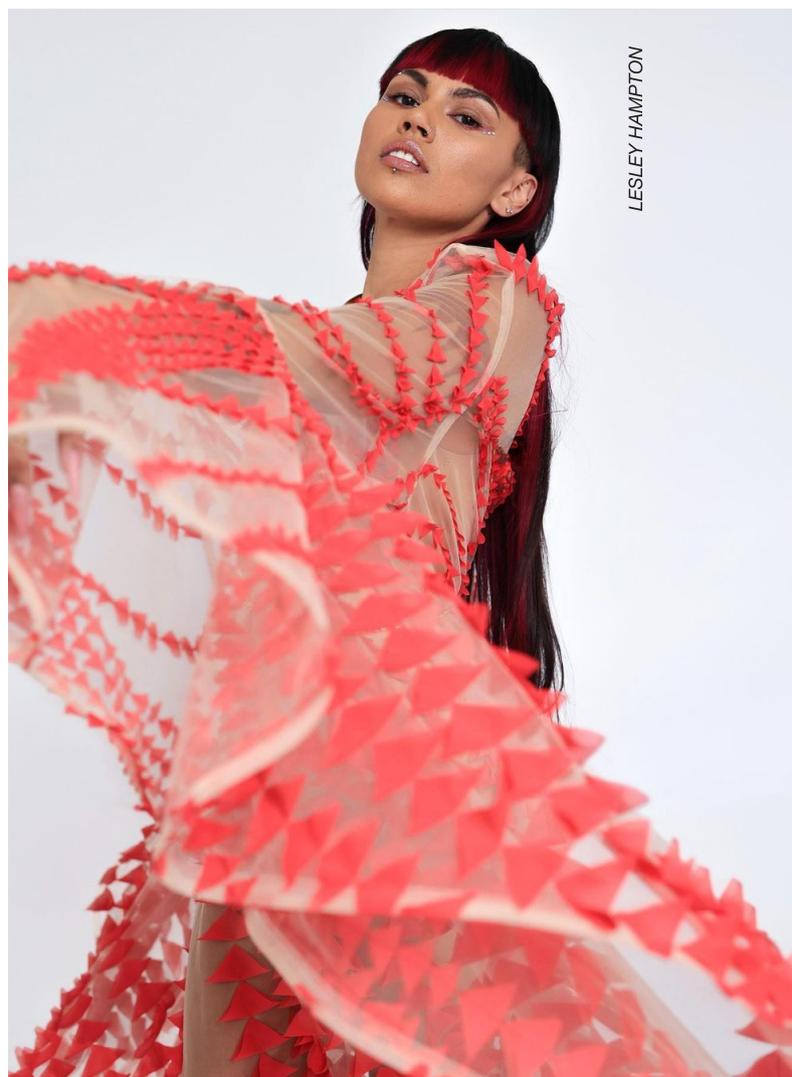


A constant scouting that WHITE implements with the aim of connecting international fashion operators with representatives of creativity from all over the world. Like the overseas fashion of the Native populations of the Canadian territories in a dedicated area of the Superstudio in via Tortona 27. An initiative created with the support of the **Canadian Embassy**, the **Canada Council of the Arts**, **Canadian Heritage** and the **IFA - Indigenous Fashion Art program**, which brings the culture and the best of craft tradition of local indigenous peoples at WHITE. Protagonists of this special area are 6 designers selected by the WHITE creative team, with the collaboration of Sage Paul - a charismatic figure of indigenous design and art manager - constantly engaged in the international promotion of indigenous culture and its protagonists, through a connected program of events, campaigns and strategies aimed at raising awareness and deepening the culture of Native populations.

Elissa Golberg, Ambassador of Canada to Italy, stated: *"This is a significant moment: for the first time, Indigenous fashion designers from Canada will be featured at WHITE, a top showcase and concept show for new talent from around the world, during Milan Fashion Week. This is a unique opportunity to celebrate and honor First Nations, Inuit and Métis voices, stories and talent. Clothing is not just something to wear, but a means of telling a story, and this story is about diversity and respect for people, the planet and its resources. Canada is strongly committed to reconciliation and to working closely with indigenous peoples to build a renewed relationship based on mutual respect, participation and recognition of rights. Reconciliation is an ongoing process through which Indigenous peoples and the Government of Canada work together to support and promote strong, healthy and sustainable Indigenous communities in Canada."*

Below are the selected names:

**EVAN DUCHARME / LESLEY HAMPTON / NIIO PERKINS
DESIGNS / ROBYN MCLEOD / SECTION35 (Justin Louis)
/ SHE WAS A FREE SPIRIT (Erica Donovan)**



With the **patronage of the Ministry of Culture**, returns the **EXPOWHITE** project, continuing its path with a selection of five brands from Norway – presented by Innovation Norway in collaboration with **Norwegian Fashion Hub**.



In the spaces of Ex ansaldo, Tortona 54, **COLOR VISION, OLEANA, WOODLING, HOST AND VAR e COME AS YOU ARE**

A new business model, in which the goal is that of creativity and quality accessible to all, without the need to resort to fast-fashion or large-volume production. A vision reflected in the concept of human sustainability, which improves the quality of life of employees by eliminating the distances between the company and their homes, promoting a dynamic lifestyle full of activities.

Ex Ansaldo – Tortona 54 will also host **“From Design To Production” a selection of designers from Armenia and Moldova** to narrate a project in which designer with an elevated, new-generation style rely on productive realities with a highly technological and sustainable approach.

Among these:

Melante designed by Ruzanna Vardanyan - **Lentex** designed by Ariga Torosian - **Lentex designed** by Sona Hakobyan - **Nanman** designed by Inga Manukyan - **Zakaryan** designed by Nelly Serobyan - **IONEL** designed by Evgheni Hudorjocov - **Steaua Reds** designed by Alina Deordita - **NataliMari** designed by Zorina Don - **Tricon** designed by Irina Fescenco

The glamorous atmosphere of Los Angeles arrives at WHITE thanks to the collaboration with different creative realities among which is the **LOS ANGELES VINTAGE** project inside the LOUNGE space, via Tortona 27. While at Superstudio Più brands such as **The Dan Life, Vintage Souls** and **WHENSMOKECLEARS** interpret the energy of colors and light of the West Coast, catalysts of those codes that define Los Angeles culture and style. A place defined by a free attitude and a rebellious spirit that finds expression in its leisure and fancy looks.

Also renewed is the collaboration with big names defined by a strong brand identity such as **Stefano Mortari, Maria Calderara** and **Avant Toi in the LOFT in Tortona 27**. Brands faithful to sartorial craftsmanship reinterpreted in an innovative and sophisticated way. At Superstudio Più, new research brands such as **NIZHONI / NIGEL PRESTON / HUNQ / STELLA NOVA** and the contemporary design of **PE DE CHUMBO / NOUS ANTWERP / PAVLINA JAUSS / LOUIS QUATORZE BY EUDON CHOI / LINDA FARROW**.

At Ex Ansaldo, via Tortona 54, returns the **SuK** project, which showcases the best of the at times sculptural craftsmanship of **MAISON RODE / RO SKINWEAR / BRAND NO MORE / NOGOON / MAIZENA / KOPKA ACCESSORIES - NO HATS / MAISON LENER / LOIS JEANS / THE EXTREME COLLECTION**

A great selection regarding footwear with a high artisan value and characterized by a strong stylistic identity as well. Among the brands of greatest interest **Duca D'Ascalona**, the Civitanova Marche brand that makes footwear with natural materials such as cork and wood, in a mix of art and craftsmanship, recognized by the most important international designers; the designer **Elena Etea**, making her debut, brings all her strong personality which creates shoes characterized by a dynamic and sensual femininity, with precious materials and jewel closures; **Calla**, the Parisian brand founded by Calla Haynes who creates, in a sustainable perspective, handmade babouches in the heart of Marrakech, using recycled vintage Berber carpets.

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