

WHITE | SIGN OF THE TIMES

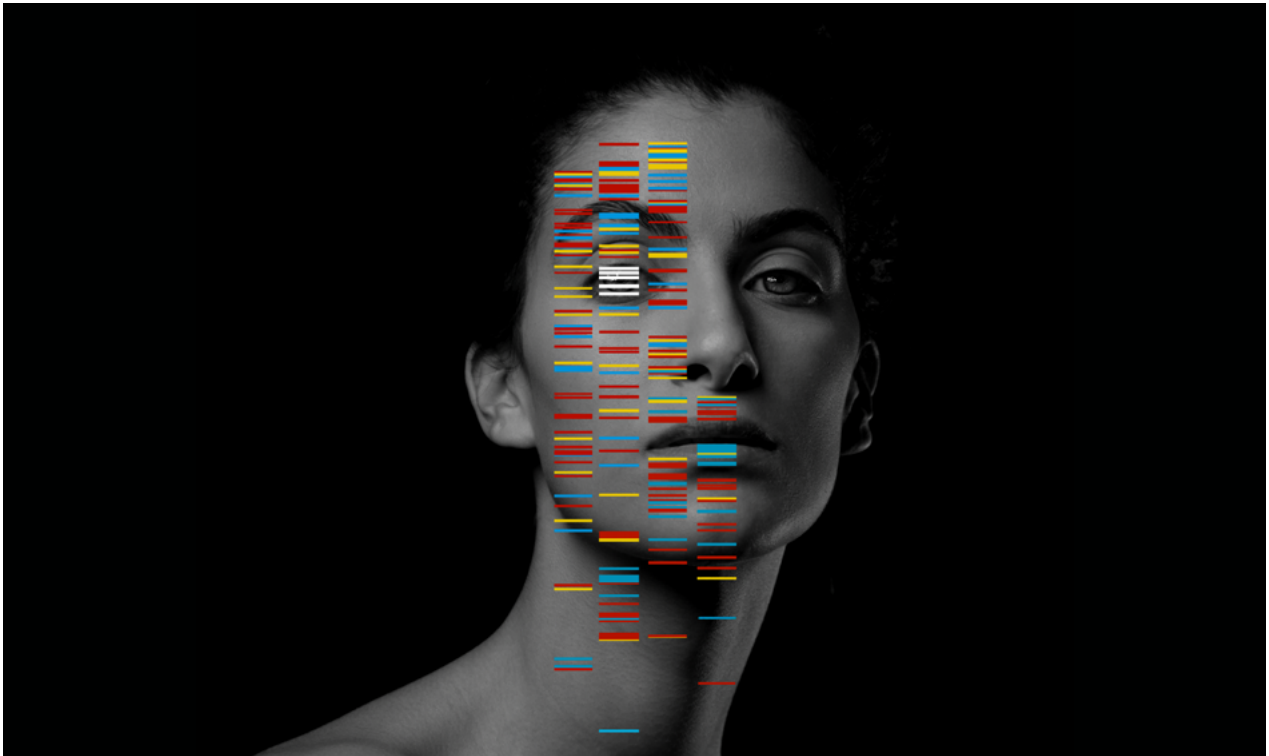
WHITE'S COMMUNICATION STRATEGY CONTINUES IN THE SIGN OF THE TIMES

The WHITE September 2023 promotional campaign returns with a new communication strategy titled **“The Instinct Factor”**, the result of a journey that began in September 2022, when Massimiliano Bizzi, Founder and Artistic Director of the international show dedicated to women's fashion, decided to add the claim “Sign Of The Times” to the WHITE brand. In the Sign of the Times, “The Instinct Factor” was born, representing a further step in the path of renewing a language that is ever closer to social issues, nature, culture and art. The creative images feature the fusion of the human being and the disruptiveness of nature.



Instinct, the echo of the deep roots that connect us to the universe itself, an ancestral melody that resonates through centuries, a mysterious and intrinsic force that resides in the heart of our consciousness. The primordial beat that guides us in our choices and actions, sometimes beyond rationality. Through instinct, we connect to a deeper cognition, to the harmony that transcends the boundaries of words and rational knowledge, the intuition that resides in the depth of our being.

The art campaign consolidates the partnership with Iranian photographer Arash Radpour, who also authored the **“Facing the New”** project in February 2023, at the center of which was the recently completed map of the human genome, overlaid on portraits of people to represent the uniqueness of life and equality.



[watch the video](#)

Following this same path, the cross-media project **“An Eye on the Future”** was launched in September 2022, aimed at emphasizing the absolute value of the beauty of animals and the heritage of humankind, captured by documentary filmmaker Luca Bracali's video images, projected together with an NFT inside an immersive room.



[watch the video](#)