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White Milano debuts "Outside Italy" project and steps in Riyadh, Saudi Arabia

by **Maria Cristina Pavarini** – January 10, 2025

White Milano, the Italian contemporary fashion fair to be held from February 27 to March 2 in the Tortona Fashion District, is preparing the next edition that will host various projects inspired by new luxury as well as a selection of more than 300 brands, of which 55% are from Italian companies and 45% are from abroad.

This year, on the occasion of its 25th anniversary, M.Seventy, the company that owns the fair, will also launch several new appointments in strategic markets designed to introduce and grow its client brands through the opening of pop-ups and dedicated spaces in flagship stores in important realities outside Italy to allow the fair's partner companies to broaden their horizons, consolidate retail distribution in new markets, and dialogue directly with the final customer.

In addition to the opening of pop-ups to flagship stores for its established customers, M.Seventy will launch other "Outside Italy" projects that will be realized through agreements with realities strongly rooted in the territory. Each mini-kermesse will draw its DNA from the main event of White Milano.

The first of these pop-up projects will debut in Saudi Arabia in February 2025 through a partnership with Al Malki Group, a leader in the Middle East market. This exclusive pop-up will open inside the famous Westerly department store in Riyadh and will remain open until May.

The space will host a careful selection of brands, identified by White's regular exhibitors for this B2C pilot project, the first of a series of events to be held throughout 2025.

"Milan is and remains the spearhead of our business, a bright light that radiates in multiple directions," explained Brenda Bellei, cofounder and CEO, White.



Visitors at White Milano

"Despite having never wanted to export our show format outside of Italy, I think that since the post-pandemic, the scenario has changed. Local buyers are moving less due to budget requirements, while consumers are moving inexorably away from the idea of luxury deemed excessive in cost and uninspiring in content," explained Massimiliano Bizzi, founder and president, White Milano.

"Now it's time to help stores define new luxury, a concept that has always been clear to us, but also to put brands in a position to meet buyers where boutiques have space for their products, leveraging synergies with local partners," continued Bizzi.

To facilitate the incoming of foreign buyers from the best boutiques and concept stores, White has established a series of collaborations with partners in specific markets, including Germany, Switzerland and Austria along with Eastern Europe, Japan, Benelux, Spain and the Middle East/GCC.

As recently announced, White will also be busy with entertainment events related to art, fashion and music open to the city of Milan and the consumer, flanking the businessonly moments inside the stands with others involving the final audience.

"Today, it is no longer enough to show up at one meeting point for those who aspire to sell on a global scale," said Simona Severini, managing director and partner, White implyaing that by entering some specific markets and stepping in new segments, White's initiatives can help brands tell their story directly to the boutiques of that area, despite White's brand selection is the same one for its Milan shows as well as its other new White's "Outside Italy" events.

"The fashion business needs modern, innovative actions. We are not changing the formula with which over the past 25 years we have redefined the fair concept by bringing in art, design, music and sustainability. But we do reshape it by interpreting the signs of our time," concluded Massimilano Bizzi.

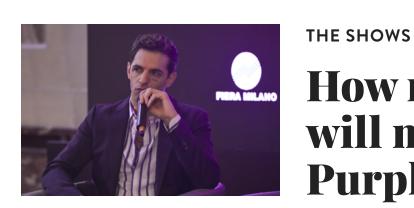
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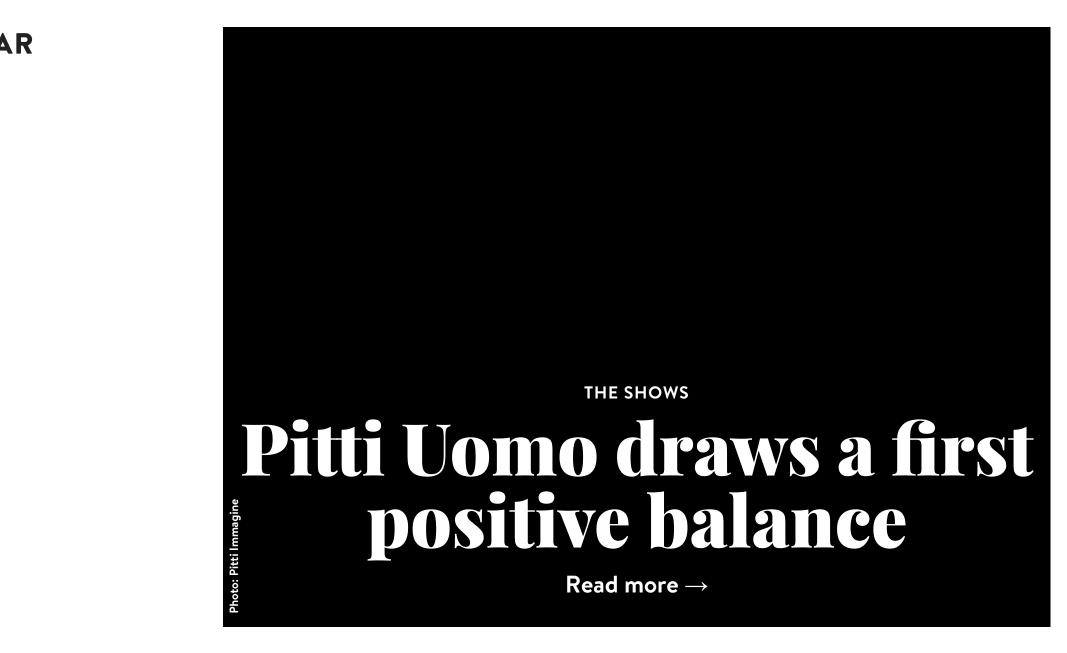
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