



## The next WSM-WhiteStreetMarket is evolving

**WhiteMilano** is getting ready for the third edition of its B2C and B2B **WSM-WhiteStreetMarket** event happening in Milan, in the **Tortona** Area from June 15-17, 2019, in the same days and in joint collaboration with Milan Menswear Week.

The show has changed its name into WSM, an acronym for **WhiteStreetMarket**, with the aim to let the letter “S” stand out for the fact that it symbolizes things such as Street, Sportswear and Sustainability—all elements of primary importance according to its organizers for boosting fashion consumption and redefining a leading role for Milan menswear-focused events.

WSM will occupy an about 10,000-sq-meter area, as the January 2019 edition did (read here), and expects more than 15,000 visitors. Its calendar will be packed with more than 50 different initiatives including happenings, events, presentations and roundtables.

Candiani Denim, Converse, Fila, Foot Locker, Freitag, Nove25 and Vivienne Westwood (among other) will be involved in special presentations. Fashion brands including Wråd, Movitra, Simon Cracker, Ottomondi and Enclave Monarchy will also participate in this edition.



Photo: Nove25

The main theme will be sustainability translated into a series of different informative and educational and at the same time cool and entertaining events.

“We think it’s time to educate the young and encourage them choosing higher quality products rather than fast fashion and cheap clothes. Teaching them how to recognize clothes that pollutes less is a way to support good quality fashion and help our industry to overcome crisis,” said **MassimilianoBizzi**, founder **WhiteMilano**.

Protagonists of the event, among others, will be Candiani Denim. The Italian premium denim manufacturer will exhibit the show and bring a pop-up store version of its newly opened store in Piazza Mentana 3, in Milan (also see: here). Candiani will also present its Blue Waves installation providing information about how to reduce the impact of jeans production.

Simon Giuliani, marketing manager of the Italian premium denim and James Veenhoff, co-founder, House of Denim, Amsterdam, will be key players of a roundtable on the theme

“How to produce ecofriendly jeans,” which will take place on Sunday, June 16, along with other seminars and discussions throughout the three days.

Vivienne Westwood will participate with an installation showing some of her Slogan Tees and statements including her famous “Buy less, choose well, make it last.”

The sustainable hub Give a Fok-us launched six months ago by its artistic director Matteo Ward is back and will draw attention on water, an indispensable precious resource.

Art will also play a key role. WSM will support United Nations’ sustainable development goals

through a cultural and educational work promoted by Pistoletto Foundation, Cittadellarte and brands from the Fashion B.E.S.T. platform including Tiziano Guardini, Blue of a Kind and Juan Carlos Gordillo.

A special collaboration with The Netherlands Embassy and Consulate will also be celebrated and will bring a collective of innovative sustainable brands, including Maium, brand of raincoats made from recycled PET bottles. Also involved will be Fashion For Good, a global platform for sustainable fashion, born in the Netherlands.



Photo: Maium Maium raincoats made from recycled PET bottles

Among sport activities that will animate the show will be basketball. The Da Move crew, European leader in free style, will be protagonist of performances throughout the three days.

Street art will also play a key role as the WSM Gallery section curated by street artist Marco Mantovani, aka Kay One, will gather together 40 appreciated street artists from the most important Italian art galleries.

Read also:



Trade Shows

**A growing WhiteMilano bets on sustainability**

[Read more](#)



Trade show

**WhiteMilano: What you may have missed**

[Read more](#)



Trade Show

**More global brands to debut at WhiteMilano**

[Read more](#)



Trade Show

**WhiteMilano discloses “It’s time to White” gala event in Berlin on 17 November**

[Read more](#)