

SEPTEMBER 19 TO 22

WHITE MILANO UNVEILS ITS NEXT EDITION

The tradeshow that unfolds in Milan's Tortona design district continues to grow, exploring new languages of international fashion and reasserting its role as a reference platform for womenswear

BY ALESSANDRA BIGOTTA

Increasingly a crossover of fashion, design and culture, White Milano returns to the spotlight September 19 to 22 in Milan's Tortona design district. With the goal to attract more international buyers, the fair will open one day earlier than usual. A reference platform for womenswear, White Milano attracts approximately 600 clothing collections and 27,000 visitors to the fashion capital, edition by edition. This season will be no exception. The event will again be rolled out across four areas, with a total exhibition space of approximately 20,000 square metres: the Superstudio Più, via Tortona 27, once home to Nestlé, the former Ansaldo/Base on via Tortona 54, the Nhow Hotel on via Tortona, 35 and last but

not least, via Tortona 31 within the Opificio premises. Once more, this historic industrial area of Milan hosts a contemporary, international event. White CEO Brenda Bellei (also head of the organizing body M.Seventy) said White is developing in-tandem with Milan's growth as a city. "Today we are Italy's main, growing constantly in a city like Milan, the world's distribution capital," Bellei added. The exhibition event is developed in partnership with the Italian Ministry of Economic Development, Ice Agenzia, Confartigianato, Lombardy Region, the City of Milan, Camera Buyer Italia (CBI). A vast and varied set of panel discussion offers an opportunity for in-depth analysis of current affairs, from sustainability in the Give a FOKus area. Following its debut in February and focus on water



FACTS & FIGURES

27,000
VISITORS EXPECTED

20,000 sqm
SURFACE

600
COLLECTIONS

during WSM event in June, the sustainability satellite fair has moved to a new location on via Tortona 31. Created in partnership with Confartigianato Imprese, under the artistic direction of Matteo Ward, Give a FOKus is also articulated into four areas: Water, to analyse the fashion supply chain's impact on the world's water supply; Chemicals, to raise awareness regarding the use of natural dyes and conformity certifications for sustainability standards; Climate Change, which raises the issue of the use of fossil fuel for synthetic fibre production; Waste, which is dedicated to recycling; and the People section, which is centred around underpaid and exploited labourers around the world.

This space will host the inaugural conference of White Milano, moderated by our director Marc Sondermann. Via Tortona 31 is also home to White Archiproducts: a project created in conjunction with CBI, that unites the trendiest brands, as identified by Italian buyers into contextualised window displays. It is also worth mentioning the presence of the brand Munè as a special guest, a showcase that is being spearheaded by the Japanese Munenori Uemuro, formerly designer at Jil Sander. The exhibit will include the creation of a high-impact installation by illustrator and art director Lucia Emanuela Curzi (see photo). Last but not least, Showroom Connection: a format created by White to connect companies with showrooms inside the fair, further reinforcing the #Shareable initiative, in collaboration with Condé Nast. ■