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White opening conference  
 Massimo Osti founder (second from right)

HOME / NEWS / STORIES

TRADE SHOWS

## Discover what's new at the next White Milano

by Maria Cristina Pavarini - September 17, 2019

White Milano is ready for kick-off with a new edition and timing, as it will start on Thursday, September 19 and end on Sunday, September 22 - different from previous editions when it happened from Friday until Monday. The change was made to piggyback on the vast presence of international and Italian buyers already in Milan for Milan Women's Fashion Week.

The show is expanding, too. It will occupy an additional new location, always in the Tortona area, the Tortona 31 Hub, aka Ex-Carrozzeria, leading the event to occupy a total of 23,000 sq. meters.

White will host various new projects involving exhibitors, buyers and insiders bringing 4% more brands than the previous February 2019 edition and +4.5% than in September 2018.

Among the novelties on show will be various brands such as Gayeon Lee, Barragan, Nashe, Agarw Ud, Filles A Papa and from China, Youppiel, Damowang, Selah, Pingsi Zhou and Annue.



Barragan