



## Trade Shows: Discover White's new eco-friendly fashion event

Within the upcoming edition of Milan Men's Fashion Week, on January 11 and 12, 2020, the new format event WSM Fashion Reboot will take place at Base, in the Zona Tortona area of Milan.

White Show, in partnership with MISE, ICE, Confartigianato Imprese, Italian Fashion Chamber, Italian Buyers Chamber and Milan city municipality, launches this new event and format entirely dedicated to sustainable innovation and fashion design. It will host installations, displays, happenings and a rich calendar of activities and workshops aimed to involve both insiders and the whole city of Milan.

A vast selection of textile companies, designer and fashion brands will participate in the event presenting their ultimate sustainable developments. They include Candiani Denim, Canepa, Albini Group, Orange Fiber, Vivienne Westwood, Bethany Williams, Boyish Jeans, Paul & Shark, Neubau Eyewear, Regenesi and a selection of innovative start-ups.

Photo: Boyish Jeans

Campaign image Boyish Jeans

Partners involved in this edition include Fashion Revolution, Milan's Politecnico University, Ellen MacArthur Foundation and Cittadellarte Fondazione Pistoletto. This last one will further develop a collaboration started with White a few months ago and will bring other creatives and insiders including Tiziano Guardini, Silvia Giovanardi, Blue of a Kind, ACBC, Officina 39 and Juan Carlos Gordillo Arana.

Photo: Officina 39

Officina 39 tencel

Special attention will be given to innovative start-ups in different fields. In particular, in collaboration with Francesca Romana Rinaldi, a teacher at Bocconi University, on January 11, WSM Fashion Reboot will award two out of ten finalists chosen by a jury of opinion leaders, professionals and insiders including Francesca Romana Rinaldi, Matteo Marzotto, president of Dondup, and Matteo Ward, co-founder and CEO of Wråd and creative director of White's Give A Fokus project.

Salvatore Ferragamo Museum and Ferragamo Foundation will also be part of the initiative as they bring to WSM Fashion Reboot a section of the exhibition "Sustainable Thinking" opened in Florence in summer 2019. A selection of pieces from Salvatore Ferragamo's archives, including the famous cork wedge shoe, will be part of the exhibit showing the designer-entrepreneur's experimental ability using raw materials such as cork, paper, fishskin and cellophane.

Photo: Salvatore Ferragamo

Salvatore Ferragamo's famous cork wedge shoe

"We hope that WSM Fashion Reboot becomes a reference for every entity willing to promote coherent projects focused on sustainability," says [Massimiliano Bizzi](#), founder, White. "With this first edition we will be able to present an already vast and varied scenario of actors involved in taking action in this direction—big-, medium- and small-sized companies. At WSM Fashion Reboot it will be possible to see what sustainability truly means—from raw material to finished clothes passing through innovative start-ups."

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