

WHITE Man and Woman
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via Tortona 27 + via Tortona 54

THE WOMENSWEAR PRE-COLLECTIONS AND THE NEW SPORTSWEAR ARE THE KEY PLAYERS OF NEXT JANUARY 2016 EDITION

WHITE MAN AND WOMAN, the increasingly more buyer-focused trade fair, returns as the main attraction in the Tortona Fashion District, with 231 brands, of which 135 will be presenting for the first time, in two locations: Via Tortona 27 (Superstudio) and 54 (the Ex Ansaldo space) for a total of 13 thousand square metres of exhibition space.

ONLY WOMAN

Following a path of strategic development and defining the very identity of WHITE, the **ONLY WOMAN** section, which has grown considerably with respect to the previous edition, will feature the pre-collections of twenty international womenswear brands that are an integral part of the stylistically rich brand mix curated by WHITE, targeting for an increasingly demanding market. Among the highlights of the ONLY WOMAN section is **MES DEMOISELLES** a brand founded in Paris in 2006 by Anita Radovanic, and **CALLENS**, with their sophisticated leisurewear collection. Also not to be missed: **MAURIZIO PECORARO**, **ALMAZ** the edgy-luxe experimental brand born in Romania, **ATTIC AND BARN**, and **MOMONI**'.

WHITE MAN AND WOMAN

The **MAN AND WOMAN** formula has proven successful for a number of companies who are able to save time and money by presenting their Men's and Women's collections together in one space. For example, **MAURIZIO MIRI**, among the winning designers of the TIME AWARD project, has chosen WHITE to present his first capsule collection of Women's tailored jackets alongside his menswear offering. The same applies for **ANGELOSERGIO SANTONI**, **SAPOPA**, **NO HATS**, **LUPE**, and **PASOTTI** whose umbrellas continue a great hand-made tradition, and **STIGHLORGAN** the trendy accessories brand specialized in the creation of handbags and backpacks. In the same section are two newcomers: **SUNBOO** a Men's and Women's eyewear collection, and **FIDELITY SPORTSWEAR**, a Boston-based brand famous for its peacoats.

WHITE SPORTSWEAR

WHITE debuts a new section entirely dedicated to **SPORTSWEAR**, with a selection of brands that draw inspiration from the Active universe, applied in an urban way for everyday attire. Performance garments and accessories that don't compromise their fashion twist, like sneakers by **CASBIA**, **NON CONFORMIST**, and **LES GEOMETRIES** a brand that brings together research with sporty technical performance benefits. As well as **LOSERS**, also in the footwear world, and **LEVIUS**, which puts all the typical technical sneaker details into a hand made product and **C.Y.H. CLAP YOUR HAND**, a casual minimal daywear brand characterized by all-over prints. Multi-category brands like **LC23** which presents extremely well-finished, detailed shirtwear entirely Made In Italy, and **CORRELATE**, **HALO**, **HAN KJØBENHAVN** and **MONOBI**'. An assortment of sportswear that on one hand, features ready-to-wear brands that incorporate activewear details, and on the other hand presents traditional sportswear companies with a strong urban contemporary appeal, such as **LE COQ SPORTIF**, **ROBE DI KAPPA** and **SUPERGA**, with their SUPERGA SPORT line and the re-release of their iconic look worn by Adriano Panatta.

WHITE MENSWEAR

Presenting their menswear-only collections are brands such as **BARRACUDA, CHRISTY'S HATS, THE LAST CONSPIRACY & ASGAARD, THOM KROM, WHITE IN 8, BORSA, KURO** and **BE ABLE** which offers pants that follow the rich and important Neopolitan sartorial tradition. **PEB PROGRESSIVE EXPERIMENTAL BRAND** is a streetwear company that favours the study of meticulous cuts and sophisticated silhouettes, while **SEMPACH** focuses on the beauty of timeless garments, inspired by materials and details of the Swiss Army. Debuting at WHITE for **CSB LONDON**, the clothing brand created by Christopher Brogden in 2014 mixes tailored style and intriguing sportswear details.

WOW

The **WOW by HIGHSNOBIETY** project continues to flourish thanks to a special collaboration with **LUISAVIAROMA**. Among the names chosen for the WOW area include **BLOOD BROTHER** the contemporary menswear brand founded in 2011 by London-based Nicholas Billove and James Waller; the Scandinavian **SOULLAND**, established in 2001, which draws inspiration from baseball culture and today is among the most notable brands in the glam-active category, and the highly Milanese **GCDS**, acronym for God Can't Destroy Streetwear, which marries Italian expertise and the energy of London, offering sweaters, jackets and sweatshirts that evoke the sport and streetwear cultures. Additional brands include: **3.PARADIS, ALL APOLOGIES, KATIE EARY, MISBIV, NUMERO 00, TAK.ORI** and **TONSURE**.

BASEMENT, WOK AND SPECIAL AREAS, reseach and innovation

Chinese designer **FENG CHEN WANG** will be making his full-scale international debut, presenting his new menswear collection. A special area will be dedicated to Danish clothing and accessory brand **SELECTED**, founded in 1975. **COLLECTION PRIVÉE?**, an established presence on Via Tortona 27, offers buyers and press their Women's ready-to-wear Pre-Collection designed by Manuela Arcari and Massimo Bizzi. Returning to WHITE are **CACHAREL** and Bologna-based **A.MEN**. As well as **NORTH SAILS**, which will present at WHITE their Women's collection consisting of iconic pieces stylistically borrowed from the menswear wardrobe with a strong sartorial fingerprint. In **BASEMENT**, the underground area of the Milan trade fair are new additions, such as: **ASGER JUEL LARSEN, UNOCCUPIED LAB** and **SERIENUMERICA**, along with **BARBARA ALAN** with her latest menswear creations, **BUILDING BLOCK** with a new collection of handbags, **ERMANNIO GALLAMINI** presenting their hand-made capes, and established brands such as **HENRIK VIBSKOV, HOUSE OF THE VERY ISLAND, MARC LE BIHAN** and **PETER NON**. **WOK ROOM** - entrusted in the hands of the Wok Store in Milan - affirms its presence along with **EASTPAK**, which announces a collaboration with House of Hackney. Among the section's first-timers are RTW brands **NOSOMNIA, MYAR, SEAL**, and accessories brand **KLASSE 14**.

TRADITION, VALUE AND BEAUTY, Training & Show

There will be 16 featured designers in the show's section dedicated to the tradition of hand-made Italian craftsmanship. The project was born thanks to a collaboration with CNA for the Lombardy Region's "Creativity: Events and places for the innovation of fashion and design." Tradition, Value and Beauty Training & Show is the first platform of its kind that exalts the excellence of Italian craftsmanship, aimed toward a public of fashion buyers and agents. The area is comprised of **AMARCORTESE, ARTEES, DI CARLO 1975, DIFFERENT, DUEDIPICCHE, GATTABUIA, GM CAPSULE COLLECTION, HUME- HUMANE METISSAGE, MANETTI BRIANZA, MATTIA CAPEZZANI, MAZZOLENI GLOVES, MUMATI GIOIELLI, MYAK, ORIGAMI KNITWEAR BY PATRIZIA FERRETTI** and **TU&TU**.

TRADITION, VALUE AND BEAUTY EXHIBITION

A collective of Italian shoemakers is the heart and soul of the trade fair's special area **TRADITION, VALUE AND BEAUTY EXHIBITION** which returns to Via Tortona 27 with a live installation dedicated to one of the largest sectors of Made In Italy products: exclusively hand-made footwear. Five true artisans, deeply linked to their own territories, will join WHITE to recreate their laboratories in which the tradition of hand craftsmanship demonstrates the essence of beauty and value of a product deeply rooted in Italian culture. The featured artisans selected by **WHITE** in collaboration with **CNA Federmoda** and **A.I. Artisanal Intelligence** will include: **BAIRON by MARIO BEMER** (Firenze), **BOTTEGA VASI'** (Montegranaro), **LEMASTRO** (Roma), **PERON & PERON** (Bologna), **ROSSO VENEZIA** (Ballo' di Mirano).

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