



## White street market opens in milan during men's fashion week

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by [Stephen Garner](#) Jan 14, 2019

From January 12th to 14th, the second edition of **White Street Market** (WSM) at SuperstudioPiù will revamp Milano Moda Uomo with a multi-faceted calendar that brings together for the first time Confartigianato Imprese, White trade show, and Camera Nazionale della Moda Italiana.

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After registering over 9,000 visitors at its first edition in June 2018, for its second season WSM will focus on sustainability and culture. Experimental streetwear and sportswear collections will merge with young cutting-edge brands in an innovative business-to-consumer (BTC) set-up, where both trade business and general public consumers will discover the new players of the international street culture scene.

Originally hosted at Base Milano, this season WSM is set to move to Tortona District's SuperstudioPiù. Approximately 60 top brands including arena Icons, Daily Paper, Dickies, Fila, Luter, Juventus, Kappa, New Balance, Pony, Timberland, Last Heirs, Lyph, Movitra and Nananana will showcase their collections alongside a rich program of over 25 events between presentations and workshops.

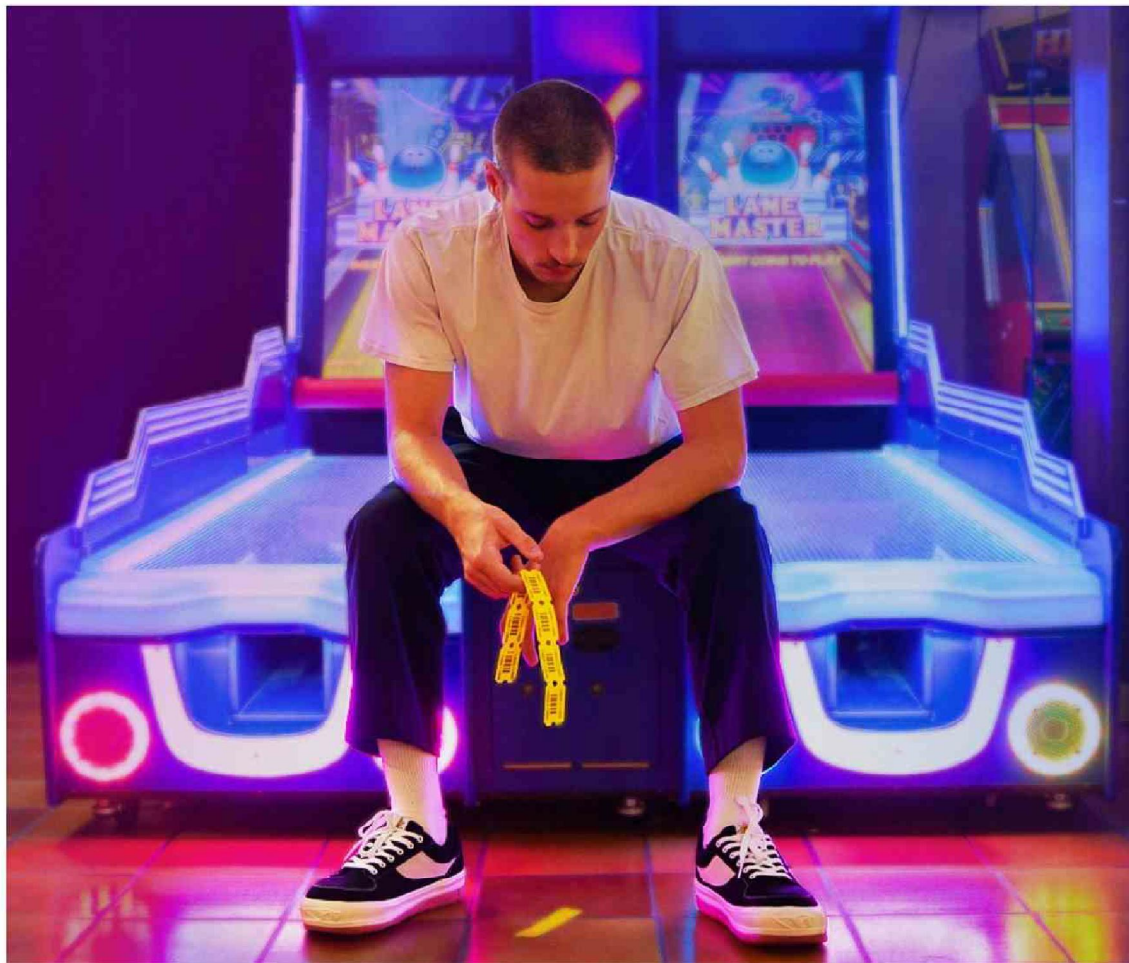


## Dickies

Developed by White trade show with two of the most sought-after partners of the fashion industry, Probeat Agency and Nss factory, the upcoming WSM edition will be characterized by a new format and contents, including previews of statement brands debuting new collections.

Italian soccer team Juventus will reveal Icon, the first entirely self-produced streetwear collection that redefines the way men can live their daily passions by offering unique styles that go beyond sports. Inspired by streetwear, the collection caters to a global audience and mixes references from the soccer world with fashion elements.

Additionally, New Balance and Special Sneakers Club will revisit the history of the iconic model 997 in three key moments: a sneak peek of the New Balance's archive, the artistic re-interpretation of the sneakers through the eyes of an artist, and the launch of "Build your New Balance 997".



## Northwave

While the new location will be the main center to showcase premium products, the Base|Ex Ansaldo hub, former house of WSM, will be transformed into a global fashion destination, with the help of CNMI (Camera Nazionale della Moda Italiana) and Confartigianato Imprese. Base Milano will function as a versatile platform hosting both Milan calendar's fashion shows and exhibits from the most prominent showrooms, enhancing the notoriety of Zona Tortona as the most vibrant Milanese fashion district.

Additionally, in collaboration with White trade show and CNMI, Confartigianato Imprese will promote FashionReboot, an innovative calendar of events dedicated to fashion insiders and consumers, including the highly anticipated opening party of Menswear Fashion Week Uomo, organized in collaboration with MISE and Camera Nazionale della Moda Italiana at BASE, on Friday January 11th. Thanks to the support of ICE Agenzia, MISE is also inviting chief international buyers to Milan, and will be planning their attendance to WSM, fashion runways, and showrooms' presentations.

"For the first time we have managed to join our efforts and bring under the same umbrella Confartigianato, White and Camera Nazionale della Moda Italiana, all working together with ICE Agenzia," said Giuseppe Mazzarella, president of ICE Agenzia. "Different institutions working with small and medium-sized businesses on one side, and with larger businesses



on the other, are creating a synergic event with Florence's Pitti Immagine Uomo. We are thrilled to support Milano Moda Uomo while highlighting the dynamic role of the Tortona Fashion & Design District, one of the most vibrant areas in town."



Rudy Lim