

L'OFFICIEL

FASHION WEEK

A summer at White

A walk among the trend brands of Spring Summer 2020

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Lots of news from the September edition of **White**, a fixture of **Milan fashion week**.

Back to **White Beach**, a pavilion dedicated to beachwear: bikinis, beach bags, sandals and everything you need for a stylistically flawless summer.

The accessories reconfirm one of the most interesting sections of **White**: here you can find designer shoes, bijoux and future it-bags with an international allure but handcrafted.

Among the international highlights, the new entry is **Brazil**, which brings with it wide-ranging international brands such as **Augua de Coco** for swimsuits and **Iorane**

In the **White** world we also find **Portugal**, the **Middle East**, **Russia** and **Belgium**, each nation contributes to bringing different styles and experiences to **White** visitors and buyers.

As usual, the **Basement** is occupied by the most experimental designers, this time it's the turn of the **Dear Progress Russian** showroom with a selection of genderless brands.

Fashion is increasingly attentive to the theme of sustainability and **White** has been promoting **Give a Fok-us**, a hub edited by **Matteo Wrad**, divided into 5 thematic areas: water, chemicals, traceability, people and waste & climate change. , in addition to the special project **boysh** dedicated to women's and sustainable denim.

Among the many brands that are sensitive to this sustainable revolution, we find **Roberto Collina** who has always used quality materials and noble fibers, **Poetic Jeans**, a made in Italy denim brand and **Pierre Louis Mascia** with prints on fabrics that almost seem to come to life.