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Fair: 'White Milano' February 2018 Womenswear and Accessories

February 23, 2018 / by Giulia Minero / 0 Comment

Date/Time

Date(s) - 23 Feb 2018 - 26 Feb 2018
9:30 am - 6:30 pm

Location

[Tortona District](#)

Categories

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About

MILAN WEATHER ESSENTIALS

Milano Lombardy Italy

February 20, 2018

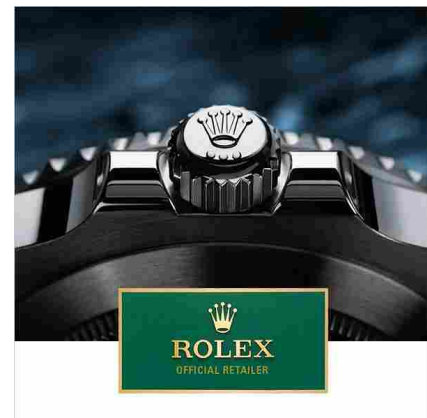


Mostly cloudy sunrise: 7:17 am
6°C sunset: 5:57 pm

More forecast...



HIGHLIGHTS



Featuring two yearly appointments in Milan, White Milano is an important international **contemporary fashion showcase**, but also a cultural reference for a generation of designers, stylists and artists who consider it as an extraordinary take-off field. Edition after edition White Milano is standing out in the international scene as a leader on fashion trade thanks to its non-stop new brands scouting – now reaching the impressive number of over 500 - and more than 21,000 buyers from the most important multibrands in the world.

The edition happening in February 2018 features innovations both on the event's setting, which has been enhanced by a new exhibition ground located in **via Tortona 31 and named 'Opificio'** and for a new temporary shop named **Aere X White**, conjuring up an innovation laboratory and an online store. Moreover, the show features two dedicated areas, **It's Time to South**, with a focus on creativity from Southern Italy and **Style Routes to Shanghai**, featuring an ideal journey into Chinese new trends.

TICKETS

Access is reserved to professionals in the fashion sector. Registrations, both for buyers and exhibitors are available on the official website.

OPENING DAYS AND HOURS

Daily 9.30am-6.30pm.

EXHIBITION VENUE

Tortona 27 – Superstudio Più

Tortona 31 – Opificio (New Location for the February 2018 edition)

Tortona 35 – Hotel Nhow

Tortona 54 – Ex Ansaldo | BASE

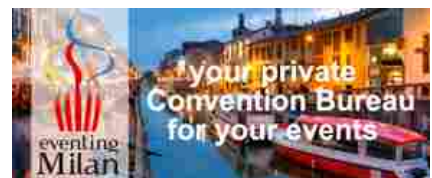
M2 (green line) Porta Genova F.S

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