

The Best New Brands To Know From WHITE Milano



The Milan Fashion Week Trade Show Shone A Spotlight On 360 Labels From Around The World

By Emma McCarthy | Updated On 09 10 2023

Towards the tail end of last month, the world's fashion press migrated to Milan Fashion Week to witness the likes of Prada, Gucci and Dolce & Gabbana unveil their new season collections of the Italian capital. But among those hoping to really know what's next in fashion, the destination was WHITE Milano.

Now in its 20th year, the annual trade show showcases over 360 brands and welcomes up to 20,000 industry insiders from 22nd - 25th September, making it the best place for buyers across the globe to spot the next big thing.

Among the names we Brits might be familiar with are Scandinavian label Stella Nova and CH Saas - best known as purveyors of the original Penney Loafer. Others perhaps new to your ears are American sportswear label DAREU or Spanish footwear specialist Chloé Milano.

From homegrown talent to international names, Grazia was given an inside track to this year's showcase to bring you the very best brands to have on your radar - before everyone else does...

Alberto Ciaschini

Hailing from the Marche region of Italy - famed for its footwear production - Alberto Ciaschini's signature lipstick heel stilettos are loved by Katy Perry and Lana Del Rey. We predict sell-out status for his new 'Smoking Hot' cigarette pumps.



<META CHASSET>UTE-8>ALBERTO CIASCHINI

Toton

A Parsons graduate and son of a seamstress, Indonesian designer Toton Januar is best known for combining traditional heritage techniques with modern silhouettes.



<META CHASSET>UTE-8>TOTON

Studio Pansters

The brainchild of and weaving artist Lieke Pansters, the Dutch designer worked for several brands in London and Milan before devoting herself to her sustainable weaving craft. Now, her collection of tubular cobweb knits is made by hand on a Japanese loom using Italian wool, each piece unique and 'an anthem to imperfection'.



<META CHASSET>UTE-8>STUDIO PANSTERS

Risa Nakamura

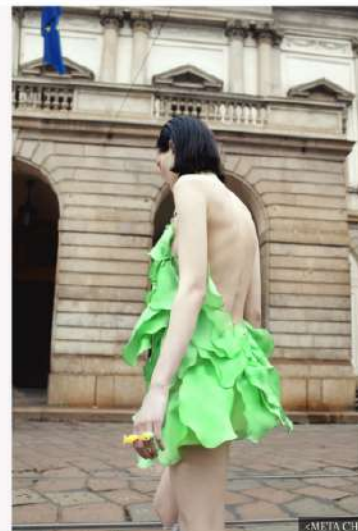
Artisanal slow fashion label, Japanese-born Risa Nakamura makes all her clothes in her atelier in Italy's Bergamo which she now calls home. Languid cuts and hand-dyed washed silks and linen are her bread and butter.



RISA NAKAMURA

Samanta Virginio

A Central Saint Martins graduate, Samanta Virginio founded her eponymous label earlier this year. Inspired by her dual Italian-American heritage, her signature cascading party dresses are proving a hit on both sides of the Pond.



<META CHASSET>UTE-8>SAMANTA VIRGINIO