

SEPT 24-25-26-27
TORTONA FASHION DISTRICT

WHITE GROWS BY 24% IN TERMS OF EXHIBITORS. FOUR NEW SECTIONS AND TWO NEW VENUES IN THE TORTONA DISTRICT ARE INAUGURATED.A SUPPLY CHAIN AGREEMENT IS SIGNED WITH SIMEST. INTERNATIONAL COLLABORATION WITH COSMOPROF IS STRENGTHENED.

The number of invited international buyers doubles, thanks to the support of ICE Agency.

The 2026 edition marks a significant evolution of WHITE's September event, **with an expansion of the exhibition area, the introduction of new venues, and the strengthening of the commercial team through the appointment of international ambassadors and consultants**.

This development is part of a broader strategy to enhance the **Tortona Fashion District** as a leading hub for contemporary creativity, with the aim of consolidating its identity and further strengthening the international appeal of Milan Fashion Week. The new setup has helped attract more structured buyers and brands with an established presence in global markets, creating an increasingly integrated ecosystem spanning fashion, design, research, and innovation. The trade show will feature 450 brands, alongside a strengthened incoming delegation of **more than 300 carefully selected top buyers from leading international buying groups**.
The commercial partnership already established with Cosmoprof continues, with the aim of further strengthening the synergy between **fashion**, **beauty**, and **lifestyle**.

"*It is a long journey that began 25 years ago, from nothing, and today sees me committed to reshaping WHITE to keep it constantly current and innovative, fully in line with the DNA that has defined it from the very beginning. Above all, I want to give WHITE strong international development, thanks to the important partnership currently underway with BolognaFiere. Their expertise will soon allow us to bring our companies to the most important international markets while, at the same time, finally developing my idea of creating a show-event in the Tortona area dedicated to different sectors, always under the WHITE name. I am happy and deeply proud of this journey."* Commented **Massimiliano Bizzi, Founder of WHITE**.

"*The commercial collaboration with WHITE has already demonstrated the concrete potential of synergies between our respective sectors*", states **Antonio Bruzzone**, **CEO of BolognaFiere**. "*Fashion, beauty and lifestyle now represent increasingly interconnected ecosystems, where the ability to build relationships between industry professionals and international markets is a distinctive asset. We want to continue leveraging the expertise of both organisations, while preserving their respective identities and positioning and creating new opportunities for growth. Furthermore, our ongoing collaboration with the WHITE Group will enable us to develop new initiatives in the Tortona District and contribute to the growth of the sector by bringing WHITE to the most important international fashion markets*".

All of this further strengthens **Cosmoprof**'s presence in Milan, where the company is headquartered and operates through **Esxence**, while also contributing to initiatives such as Milano Beauty Week. "*WHITE and Cosmoprof's presence in Milan are developing through distinct yet complementary paths and positioning, with the aim of fostering new opportunities for collaboration and mutual enhancement, while respecting the different communities and reference segments*", **Bruzzone continues**.

A new project aimed at bringing together the **Tortona Fashion District** will also debut, featuring a programme of events open to the **fashion community**, including **music**, **pop-ups**, **experiences and entertainment activities that will animate the district every day, from the early afternoon onwards**. The programme is designed to extend the trade show experience beyond exhibition hours, transforming the neighbourhood into a dynamic space for meeting, marketing and networking for exhibitors, buyers and the entire fashion community that brings Milan Fashion Week to life. The edition will be held under the patronage of **Regione Lombardia and the Municipality of Milan, with the support of MAECI – Ministry of Foreign Affairs and International Cooperation, ICE Agency, and in partnership with Confartigianato Imprese**.

The rethinking of the district has been achieved through a careful selection of participating companies, distributed throughout the exhibition layout according to their respective product categories, making the trade show journey fully buyer-oriented and commercially intuitive. The historic **T27** and **T54** venues **are joined by T35**, which will host **On the Beach**, a project dedicated to resortwear, and **T31**, which, together with T54, will serve as the venue for the new **More** area, dedicated to the worlds of **beauty**, **lifestyle** e **design**.

At WHITE's venues, a range of life experiences, workshops, panels, podcasts and much more will also be scheduled, giving industry professionals the opportunity to discover new brands and trends in an active and engaging way. The numerous initiatives will be aimed at all national and international buyers, also reached thanks to the support of the **Ministry of Foreign Affairs**, the

emerging segment of **luxury boutique hotels**, and the wider fashion audience that brings Milan to life and contributes to its distinctive global reputation.

T27 LUCE, the show's historic venue where it all began, will host a selection of clothing and accessories brands from the **contemporary** and **contemporary luxury** segments, with Korean label **Kimhēkim** as its special guest. The **Lofts**, dedicated to established companies with strong business appeal, will feature collections by **IBELIV**, **Faliero Sarti** and **Monica & Friends**, while the **Basement**, historically WHITE's destination for avant-garde research, will host the brand **Mr Nelson**.

The **LOUNGE** at T27 will host the major international textile group **Keqiao**, which will present a selection of **15** brands already featured in the Milan Fashion Week calendar, confirming WHITE's role as a privileged hub for bringing together some of the most dynamic creative scenes from around the world. **(See attachment.)**

T54 will host three new sections: **Nuvola**, dedicated to **fashion accessories**; **Box**, a new urban hub focused on **streetwear**, **activewear** and **denim**; and **More**, dedicated to the worlds of **beauty**, **lifestyle** and **design**. The project is designed to engage both industry professionals and trend-following audiences, further strengthening the role of the Tortona District as an international destination during Milan Fashion Week.

The T54 programme will be further enriched by **WNLAB**, featuring daily workshops and talks dedicated to the languages, trends and themes shaping new contemporary cultures. At the heart of the space will be **Sexdreams**, an installation by Milanese artist Gioele Corradengo, bringing street art and fashion into dialogue and creating a bridge between urban creativity and fashion culture.

The streetwear spirit of WHITE BOX will also extend beyond BASE, along Via Tortona, hosting special activations, exclusive merchandise and opportunities for the community to connect. September's experiences will therefore extend beyond BASE to WHITE's various venues, creating a widespread programme throughout the entire Tortona Fashion District.

T35 | On the Beach returns, the area dedicated to **resortwear**, which, following the success of the June edition, confirms a rich programme of **talks exploring hospitality**, tourism and the evolution of the segment, developed in collaboration with **Allumeuse** agency. The special guest at T35 will be Colombian brand **Donde Esteban**, best known for its resortwear approach and highly colourful, international aesthetic. Finally, international agency **Odd Agency**, which works with premium brands, will bring **Andreas Otalora**, **Baobab**, **Haight** and **Leslie Amon** to WHITE.

"**Curated by Chapters**" brings the curatorial vision of Federica Montelli, founder of Chapters, to WHITE through a carefully selected group of brands that reflects her editorial approach to retail.

The collaboration, launched last June with the debut of On The Beach, continues in September across "On The Beach", dedicated to resortwear and beachwear; "Nuvola", featuring a selection of contemporary and emerging brands and accessories with distinctive identities; and "More", with a curated selection of lifestyle brands. Built on the idea that every project is a story in constant evolution, Chapters views curation as a narrative shaped by encounters, discoveries and new creative languages, sharing with WHITE a contemporary and personal vision of fashion and design.

WHITE's **Guest Designer** will be the brand founded by designer **Alessandro Enriquez**, who will present his ironic and sophisticated lifestyle concept in an area entirely inspired by the brand's distinctive mood, extending its creative influence across the various sections of the trade show. **(See attachment.)**
The edition will also see the consolidation of collaborations with leading **fashion weeks**, **institutions and international organisations** committed to promoting creativity and the fashion industry, recognising WHITE as a key platform for their own promotion.

The partnership with **Yerevan Fashion Week**, a leading platform for Armenian fashion, is renewed, while the dialogue with Brazil is further strengthened through the contribution of a new ambassador and the support of **ApexBrasil – Brazilian Trade** and Investment Promotion Agency – and **ABEST Brasil**, the association dedicated to promoting the excellence of Brazilian fashion and design in international markets. **(See attachments.)**

The collaboration with **ICEX España Exportación e Inversiones**, the Spanish public agency dedicated to the internationalisation of businesses, also continues, bringing to WHITE a selection of emerging and established designers representing Spain's vibrant creative scene.

The partnership between WHITE and **Gran Canaria Swim Week**, one of the leading international platforms dedicated to swimwear and resortwear, also continues. Within the **T35 | On the Beach** area, Gran Canaria Swim Week will have a dedicated space showcasing the creativity and design talent of the Canary Islands. Further confirming the synergy between the two events, **Chacho SVNRS**, winner of the **WHITE Milano Award**, presented during the latest edition of Gran Canaria Swim Week, will showcase its collection in the **Box** area. This will provide the brand with an opportunity to connect with a highly qualified international community of buyers, retailers, press and industry professionals from more than 100 countries. **(See attachments.)**

WHITE will host a selection of Romanian brands with the support of **ARICE – Romanian Agency** for Investments and Foreign Trade, which promotes the internationalisation of Romanian businesses while also fostering connections with buyers from emerging markets. (See attachments.)

Ten selected Indian brands will also showcase their collections, supported by **FDCI** (The Fashion Design Council of India), the organisation behind **Lakmé Fashion Week**. The collaboration with the Colombian market also continues through **The Colombia Edit by Makeno**, developed with the support of ProColombia in partnership with **Makeno**, a leading concept store in Medellín and a key platform for promoting contemporary Colombian design. The initiative will bring a curated selection of Colombian brands to WHITE, showcasing their collections while strengthening the dialogue between the two markets and creating new internationalisation opportunities for the Colombian fashion industry. **(See attachment.)**

During **September and October 2026**, international missions will continue with the aim of strengthening international cooperation and consolidating relationships with institutional partners. "*"The missions will aim to develop new opportunities for collaboration, promote joint initiatives, monitor the progress of projects of mutual interest, and represent the organisation in strategic international contexts, contributing to the achievement of our growth, innovation and development objectives*" states **Brenda Bellei, CEO of M.Seventy, the company behind WHITE**.

WHITE has also signed the **Filiere d'Impatto** agreement with **SIMEST**, as announced last June, to provide fashion companies with even more effective support in their growth and internationalisation processes. The partnership will facilitate access to subsidised financing instruments and enhance the business opportunities generated by WHITE events, strengthening the competitiveness of Made in Italy through collaboration between financial institutions and industry operators. **(See attachment.)**

"*Over the years, WHITE has built a distinctive identity, focusing on research and on its ability to anticipate what is changing in fashion. Alongside established brands, there is a need for spaces where new designers and emerging businesses can meet international buyers and industry professionals and engage with the market. Events such as WHITE strengthen Lombardy's role within the fashion system, fostering connections, collaborations and new opportunities for both businesses and talent*." comments **Debora Massari, Regional Councillor for Tourism, Territorial Marketing and Fashion**.

WHITE has undertaken a major **restyling** of its global communication strategy, a project involving both the website and the communication campaign, developed with the involvement of **Back To Apollo**, an international idea company with which **M.Seventy** has established a partnership aimed at providing services and new opportunities to WHITE's exhibiting brands, thereby creating an integrated ecosystem designed to support and enhance their presence at the event.

"*With this new edition, WHITE is consolidating its offering by expanding its real and virtual reach to include new spaces and new participants. The trade show's role within the fashion system is becoming increasingly significant, contributing to strengthening Milan's appeal as a city of contemporary creativity"* states **Alessia Cappello, Councillor for Economic Development, Fashion and Design**.

We would like to express our sincerest thanks to the brands that have generously made exclusive products available to our guests:

- IBELIV
- NORT BEACHWEAR
- ODIO L'ESTATE
- MOO CHUU
- M ROSE
- PLEATS MAMA
- MAISON MIEKO
- FRC MILANO
- ARTIST FORTUNE
- TOMBSTONE
- POST & CO
- SUSAN PINTO
- CAYET
- ARYKA

A special thank you also goes to our mobility partner, **Gruppo Renord S.p.A.**, which will provide a courtesy car service throughout the duration of the trade show, helping industry professionals get around the city more easily.

Finally, **a special thanks to our Sponsors**:

- Winelivery
- Villa degli Olmi
- Consorzio Valtenesi

For more information:
Raffaella Imò
Press Office Manager WHITE
Tel. +39 02 34592785
raffaella.imo@whitepress.it

with the support of
Ministero degli Affari Esteri e della Cooperazione Internazionale
ITA ITALIAN TRADE AGENCY
OpportunItaly
Confartigianato 1946 2026
with the Patronage of
Regione Lombardia
Patrocinio Comune di Milano
GRAN CANARIA SWIM WEEK
RENORD Insieme sulle strade giuste