

WHITE[®]

MILANO

Tabula Rasa

FEB 26-27-28 | 1 MAR

TORTONA FASHION DISTRICT

MILANO

WHITE MILANO STRENGTHENS INTERNATIONAL BUYER PARTICIPATION AHEAD OF THE NEXT EDITION.

LOOKING TO THE FUTURE, WHITE PRESENTS A BRAND MIX INCREASINGLY ALIGNED WITH MARKET EVOLUTIONS. MORE THAN 300 BRANDS WILL BE PRESENT, MARKING A +10% INCREASE COMPARED TO LAST FEBRUARY.

WHITE MILANO returns from **February 26 to March 1 in the Fashion District**, with a significant strengthening of **international buyer** participation, confirming its role as a key strategic platform for contemporary womenswear. **Over 300 brands will be showcased, a +10% increase compared to February 2025, with 46% international and 54% Italian labels.** The number of new brands in this edition represents concrete and steady growth for the project, not only in quantitative terms, but above all qualitatively, demonstrating how our format continues to attract new independent and highly distinctive realities. During the event dates, **from February 26 to March 1**, an increase in buyers from all over the world is expected. In particular, the presence of operators from the **USA, China, Japan, South Korea, Denmark, France, Germany, the Netherlands, Belgium, Great**

Britain, Ireland, Spain, Portugal, the UAE, Brazil, and Azerbaijan will be strengthened, strategic markets for the international development of Made in Italy and for expanding commercial opportunities for exhibiting companies.

This edition, held under the patronage of the **Lombardy Region** and the **Municipality of Milan** and supported by the **Ministry of Foreign Affairs and International Cooperation**, will place special emphasis on the contribution of ICE – Agency, a strategic partner alongside Confartigianato Imprese.

“With many new initiatives and developments in experimentation, research, and creativity, White Milano once again confirms itself this year as an attentive and dynamic trend hub and an important platform for

contemporary fashion and its evolutions. Its hybrid model, its focus on niche brands and labels outside traditional circuits, and its now legendary Secret Rooms make it a key reference point for the sector, for buyers, and for young talents". **States Alessia Cappello, Councillor for Economic Development and Labour Policies.**

The valuable contribution of ICE will enable the event to welcome an even greater number of selected buyers, expand its presence in the most dynamic markets, and offer companies valuable business opportunities. This commitment confirms the Agency's central role in supporting the internationalization of companies and in strengthening the competitiveness of the Italian fashion system worldwide. ICE's commitment goes beyond economic or organizational support, translating into a concrete effort to promote Made in Italy, enhancing the excellence, creativity, and quality that distinguish our fashion sector. Through targeted initiatives, internationalization programs, and the creation of synergies with key players in the global fashion system, the Agency makes a decisive contribution to consolidating the competitiveness of Italian companies, supporting their expansion and innovation processes. In this context, the relationship between ICE and WHITE takes on strategic value: together, they work to amplify the voice of Italian fashion worldwide, opening new growth opportunities and reinforcing Italy's leadership in the international landscape of creativity and style.

"Thanks to the support of ICE, which has clearly understood the dynamics currently at play, White is preparing for a new international development plan, reaffirming its role as a trend forecaster capable of reading the market and anticipating its directions. The February edition will take place under the banner of innovation, confirming the exhibition's ability to evolve and respond with vision to the needs of international buyers, whose numbers, thanks to ICE's support, will double. In this context, the format proves solid and forward-looking, fully expressing its vocation for dialogue between research, design, and quality. Thanks to global scouting, we have been able to bring 130 new brands to the show, demonstrating a renewed energy". **Says Massimiliano Bizzi, President and Founder of WHITE.**

Inside Superstudio, in the **DAYLIGHT** area, **WHITE ACCESSORIES** will take shape, a new area entirely dedicated to **accessories with a particular focus on footwear**: a sophisticated environment conceived as a showcase of excellence, designed for immediate visual impact and optimal visibility of the collections. The special highlight of this area is the brand **MORSICA**, which explores avant-garde design through bold shapes and experimental techniques. Also present are brands such as **CAMPER**, **STEFANO MUGNAI**, **MEXICANA**, and **SPERRY**, along with the bag labels **VILLA NICCOLAI** and the hat brand **LA STRAMBERIA**.

Among the new entries at the exhibition are the clothing brand **Henrik Vibskov** and **Woc**, as well as accessory brands **Smad**, **Seletti for Okkia**, and **Jamin Puech**, alongside the **WHITE TABLE** project, conceived to enhance single-product and highly creative collections, offering a new exhibition language within the show. A

dynamic and contemporary format that brings freshness to the fashion offering. Selected brands include **Multitudes** and **Entrudo** (bags), **Oscar Deen** (eyewear), and **HTD** (watches).

Within the new proposals, the brand **FESSURA** stands out, having recently launched its new "**Road Running**" line, further strengthening its cross-disciplinary identity between lifestyle and performance. The collection fully embodies the brand's **Dual Mode** philosophy: a conscious balance between technical functionality, material research, and contemporary style. On February 14, FESSURA will inaugurate its flagship store in Milan, at Corso di Porta Ticinese 22. To celebrate this new space — conceived as a place for meeting and sharing as well as shopping — an opening party is scheduled for **February 27**. During **WHITE** and Milan Fashion Week, the brand will also organize a series of events dedicated to runners, fashion enthusiasts, and members of its community.



BATAKOVIC BELGRADE

The **Secret Rooms** will return in February, once again serving as privileged spaces for contemporary creative expression. For this season, the experience evolves by welcoming a selection of brands that, while maintaining a distinctive DNA and a cool attitude, interpret a more accessible and immediate creativity. This proposal is designed to respond elegantly and coherently to the needs of international buyers, who are increasingly oriented toward brands capable of combining stylistic research with commercial desirability.

Among the featured names is **BATAKOVIC BELGRADE**, the Belgrade-based brand founded by designer Ivana Batakovic, blending modern and classic aesthetics, elegance and functionality, with a strong focus on quality and comfort.

SUSAN FANG



SUSAN FANG is an international womenswear brand founded in 2017 by its eponymous designer. Renowned for its ethereal aesthetic and innovative blend of craftsmanship and technology, the brand is celebrated for its poetic yet contemporary vision of fashion. A Central Saint Martins graduate, Susan Fang crafts collections defined by experimental textiles, sculptural techniques, and emotionally resonant storytelling.

LUCILLE THIEVRE



LUCILLE THIEVRE is a Paris-based brand founded in 2021, distinguished by its work with jersey fabrics, creating draping that follows the body's lines rather than constraining them, revealing a silhouette defined by natural movement.

The Secret Room project will also host the brand **MII**, which merges Indian craftsmanship with French elegance, celebrating handmade processes, vibrant colours, and transforming ancient artisanal techniques - such as embroidery, weaving, and block printing - through the use of natural materials including cotton, silk, wool, and cashmere.

The collaboration with the brand **Ballantyne** is also renewed, once again playing a leading role in the **Show Room Connection** initiative, a project created to facilitate and make even more effective the meeting between brands and international buyers. Brands participating in **WHITE** find the best buyers from around the world at the exhibition and choose the event not only for its visibility but also to strengthen and develop work through their showrooms, creating strategic and long-lasting connections. Buyers and visitors attending **WHITE** will be offered an exclusive courtesy car service, designed to facilitate movement around the city during the days of the show.

The brand, synonymous with Italian identity, heritage, and timeless femininity, will present the new evolution of the iconic Kate bag in a small format, previewed during White Milano and available for buyers and professionals at the label's showroom.

Returning to White are also the Parisian brand **Ines de la Fressange**, whose founder has been creating refined yet effortless styles for over 30 years, and Olivia V, which for 40 years has produced luxury outerwear with strong attention to trends, using natural materials including cashmere and fine wools.

In the **LOFT** areas, **special large-scale spaces** that allow companies to fully express their DNA, several brands will be showcased.

Among them is **IBELIV**, presenting a lifestyle collection of bags and hats made from woven and washed leather as well as raffia.



IBELIV

The **WHITE Basement** will also return, a venue with an intimate and experimental spirit, ideal for research-driven projects and an underground attitude, which will host the international showroom **Valdagency, featuring brands such as Annette Gortz, Anntian, Gudrun&Gudrun, Henrik Vibskov, Merryll Tielman, and Saskia Diez.**

The **WHITE Lounge** will host the presentation of the new **Gattinoni Autumn/Winter 2026-27 collection.** Through an installation, the history of the brand will be retraced via a selection of iconic pieces, symbols of creativity and elegance that have made Gattinoni one of the most representative names in Italian fashion.

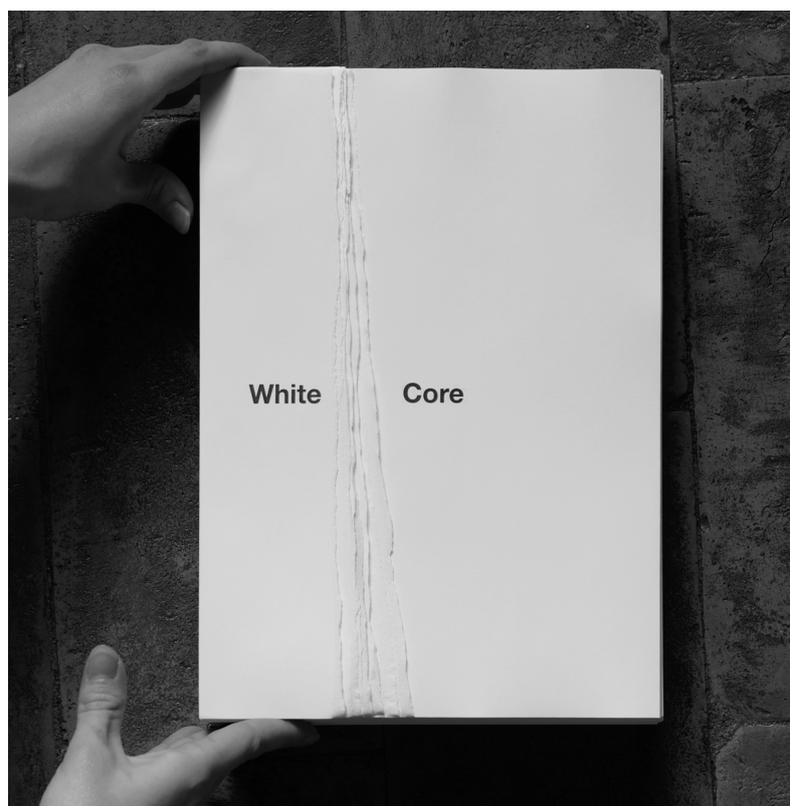
India brings a vibrant mix of contemporary fashion talent, from **ANTAR-AGNI's** elegant dresses and tailored sets to **KA-SHA**, celebrated for its artisanal craftsmanship. **NIDHI YASHA** channels a gypsy-inspired aesthetic, while **NITIN BAL CHAUHAN** pushes boundaries with bold, avant-garde streetwear. **URVASHI KAUR** blends luxury with ethical vision in cohesive total looks, alongside the distinctive voices of **KHANIJO, 431-88, and PRAMA BY PRATIMA PANDEY.**

From **Qatar** returns the brand **SHIROTSU**, presenting its latest collection, Urban Uniform, where the concept of survival is integrated into everyday life, transforming garments into functional equipment for daily use. Rooted in Japanese tradition and reinterpreted through a contemporary perspective, the collection explores seasonless and genderless expressions, contributing to a new vision of urbanwear. Also featured is **Tash and Ley**, a brand founded by Tasha Saradar and Lea Al Chaa, who share a passion for creativity and innovation. Among the Spanish brands present thanks to the support of **ICEX España Exportación e Inversiones** are **NAGUISA, LUNA LLENA, YERSE, and THE TOUCH BARCELONA.**

"We have worked on a brand mix that represents an authentic balance between tradition, creativity, and innovation. Season after season, companies choose to embrace our vision, recognizing themselves in a project that enhances identity, research, and the ability to evolve alongside the market. We can rely on a significant number of brands that have accompanied us for many years, testifying to the strength of the path undertaken, as well as new labels that enrich the offering with fresh energy and new perspectives. It is precisely this continuous dialogue between continuity and renewal that makes our proposal dynamic and competitive. All the brands present contribute to populating the showcases of the best national and international retailers, bringing to the world a selection that coherently and insightfully interprets the contemporary fashion landscape". **Says Simona Severini, General Director of WHITE.**

TABULA RASA is the title of WHITE's new creative campaign dedicated to the February edition and conceived by President and Creative Director **Massimiliano Bizzi.** A clear and courageous vision:

starting from scratch to redesign the future of the exhibition platform with authenticity, concreteness, and a forward-looking perspective. In a complex and constantly evolving historical moment, Bizzi imagines a blank page as the starting point for completely rewriting WHITE's narrative. "Tabula Rasa" thus becomes an invitation to rethink strategies, drawing on decades of experience that suggest stripping away the superfluous and returning to the essence in order to build a new language rooted in concreteness. To visually interpret this concept, Bizzi selected photographer-artist Arash Radpour, whose sensitive and contemporary vision translates themes of rebirth and renewal through a powerful and evocative video. With "TABULA RASA," Bizzi alludes to a paradigm shift, an evolution that overturns the traditional concept of research, focusing instead on collections capable of offering real breathing space and concrete business perspectives to retailers who attend the event season after season. WHITE therefore continues its path of growth and renewal. The Autumn/Winter selection is proof of this: an offering designed to inspire and meet the expectations of buyers increasingly attentive to the needs of the end consumer.



At Superstudio on Via Tortona 27, the historic venue of WHITE, the Atelier of the FLA Museum will host the temporary exhibition **White & White** on the occasion of **White and MuseoCity 2026.** The exhibition delves into a constant, almost an obsession, in Flavio Lucchini's artistic research: white as the absolute protagonist. Through paintings, drawings, sculptures, and bas-reliefs, Lucchini explores infinite nuances of white, employing diverse materials such as fiberglass, reinforced plaster,

layered acrylic, painted steel, and oven-cured lacquer. The exhibition offers a pure, immersive journey through Lucchini's most iconic fashion-art works.

On one hand, WHITE confirms and strengthens its role as a platform for discovering and promoting new talent, offering visibility to designers and international brands; on the other, M SEVENTY — the company that owns the brand and has organized the event since its origins — continues to decisively enhance its international vocation. Through a strategy focused on global expansion, M SEVENTY consolidates relationships with foreign markets, institutions, and strategic partners, fostering dialogue between different cultures and fashion systems, while further strengthening WHITE's positioning as a key

reference point within the international contemporary fashion landscape.

"Activities in Gulf countries are continuing, following the Memorandum of Understanding signed with the Saudi Fashion Commission in October 2025, with the opening of the permanent space The Circle in Riyadh at Misk City. The prestigious location made available to us is spacious and elegantly furnished, allowing us to develop numerous activities for our clients aimed at the commercial introduction of international brands into Gulf markets. Throughout 2026, we will carry out many initiatives abroad, and the related program schedule will be announced shortly" states **Brenda Bellei, CEO of M Seventy-WHITE and The Circle Platform.**

For further information:

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