



Inside **WHITE Milano 2025**
*New Visions, Emerging Voices, Global Connections

WHITE Milano returns to the Tortona Fashion District from September 25 to 28, reaffirming its role as a stage where the global fashion system meets craft, research, and identity.

With 364 exhibitors, supported by partnerships with institutions such as *MAECI*, *ICE*, the *Municipality of Milan*, and the *Lombardy Region*, the exhibition creates a vision of the Spring/Summer 2026 season that is anchored in innovation and guided by sustainability. Its direction is international and precise, reaching into new markets and strengthening Milan's position as the place where creative languages converge.



WHITE Milano
2025 September Edition
Brand CLARA PINTO

The theme of this edition develops through new structures and projects, among them the inaugural *RLC Fashion Summit at MUDEC* on September 25, an invitation-only gathering that brings together leaders from fashion, retail, and luxury. It reflects the ambition of WHITE to act as marketplace and laboratory, aligning commercial exchange with broader dialogues about the structural shifts shaping the industry. Alongside the summit, initiatives such as *ExpoWHITE*, *Inside White*, and *WHITE Resort* expand the exhibition's perimeter, offering spaces that showcase cross-cultural creativity, resort and leisure fashion, and experimental approaches to design. *Secret Rooms* once again highlight talent through an immersive format, placing the focus on identities that carry strong aesthetic signatures and cultural depth.

In this atmosphere, certain presences define the pulse of the edition. CLARA PINTO is a London-based brand exploring innovation through traditional wool felting techniques. Founded in 2019, it has gained international recognition for its sculptural, material-driven approach, reinterpreting the role of wool in contemporary design through craftsmanship rather than technology. From Colombia, Manuela Alvarez continues her path of building bridges between ancestral handwork and global design, and her collaboration with Adidas extends this narrative into a sphere where artisanal codes merge with the technical imagination of sportswear. The result is a dialogue that amplifies the voice of independent craftsmanship and the reach of global production, presented within the context of WHITE's curatorial stage.



WHITE Milano
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Brand CHUNCHEN

Scandinavian presence finds expression in RENÉ Copenhagen, founded by Jens Skov Østergaard, whose voluminous silhouettes and fluid tailoring channel a sensibility that draws on heritage while projecting forward with utilitarian clarity. The brand's aesthetic enters Milan with strength, expanding the exhibition's geography while affirming the role of Copenhagen as an epicenter of cultural fashion energy. Italian craft is given a distinct accent through RIEN Studio, which has chosen to concentrate on a single product, a shoe that merges the function of a slipper with the elegance of a design object. Its appearance at *WHITE Resort* emphasizes how simplicity, when mastered, can define a whole vocabulary of style. HIDESINS adds a different tone, presenting a collection marked by architectural volumes, material experimentation, and a sense of power in silhouette, reinforcing the importance of bold design languages in shaping the visual direction of the season. Joining from Asia, CHUNCHEN introduces garments conceived with precision and material awareness, extending the reach of the fair into a new cultural horizon and giving voice to a rising creative identity with strong narrative depth.



WHITE Milano
2025 September Edition
Brand HIDESINS



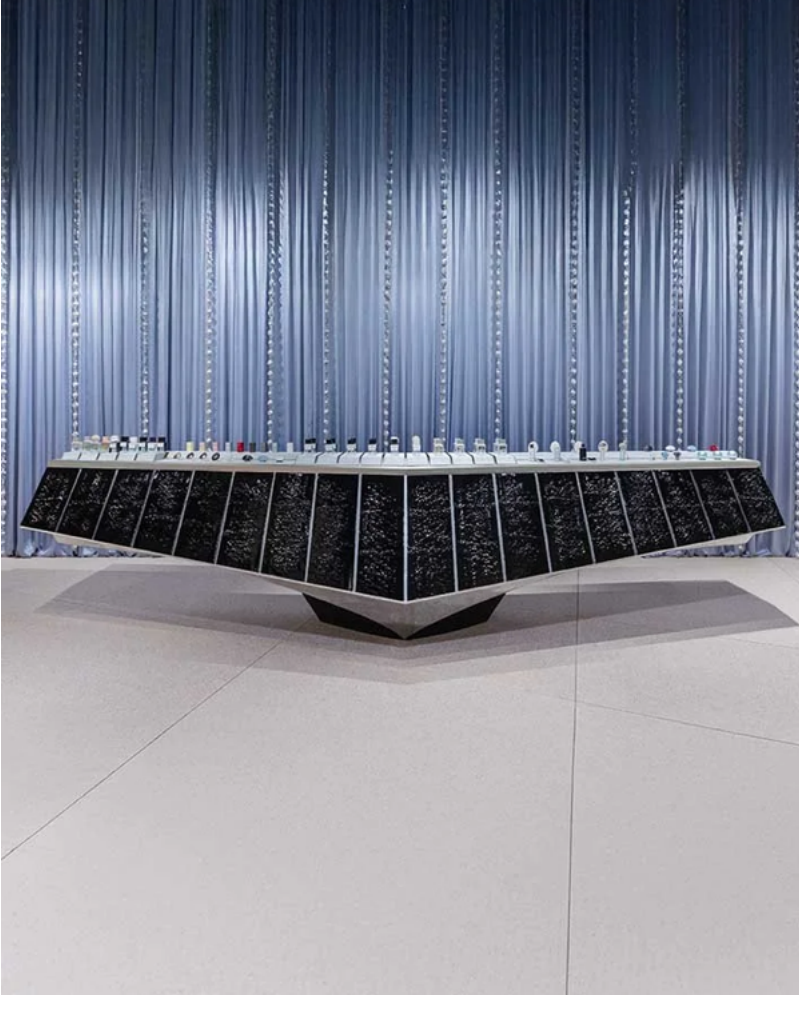
WHITE Milano
2025 September Edition
Brand MAZ MANUELA ALVAREZ x ADIDAS



WHITE Milano
2025 September Edition
Brand SPEKTRE

These presences coexist with an extensive program that includes Spanish, Indian, Armenian, Brazilian, Romanian, and South African designers, each contributing unique cultural stories that expand the collective vision of the exhibition. At Superstudio, BASE, and other Tortona venues, visitors encounter installations, fashion-art dialogues, and showcases that underline the multiplicity of voices brought together under WHITE. Highlights include the Flavio Lucchini retrospective at the FLA Museum and Roberto Miglietta's sculptural explorations at BASE, which situate fashion within an expanded artistic framework.

By curating this complex ecosystem, WHITE Milano September 2025 embodies a direction that is curatorial and connective. It stages a landscape where identities as diverse as BAJA, Alvarez with Adidas, RENÉ, RIEN Studio, HIDESINS, and CHUNCHEN take their place among global peers, forming a collective voice that resonates across continents. In doing so, the exhibition affirms its purpose: to be a meeting point where craft, innovation, and vision define the present and shape the future of fashion.



SEOUL'S NEW PERFUME
VANGUARD



NEW VISIONS + EMERGING
VOICES *WHITE MILANO



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