

Sign OF THE *times*

L'Officiel Arabia speaks with Brenda Bellei Bizzi, CEO of WHITE
Milano Trade-show.

BY L'Officiel Arabia

PHOTO: COURTESY OF WHITE MILANO

Brenda Bellei
Bizzi, CEO of
WHITE Milano



WHITE, the most important showcase of contemporary fashion for emerging designers and stylists that takes place twice a year during Milan Fashion Week, returned from June 18th to 20th and presented WHITE RESORT, the new content show dedicated to the swimwear and resort wear fashion segment. A format that introduced several new features to the event, an increasingly global and research-based showcase that for over 20 years has been connecting the designers to new markets, fundamental elements that define WHITE as an appointment of reference for buyers and for the international press.

L'Officiel Arabia: The WHITE Resort trade show is dedicated to research collections for the holidays, including a showcase for international brands which are selected according to WHITE's criteria – how did this debut originate?

Brenda Bellei Bizzi: For over a year we have been working on this new format, which took place during the Men's Fashion Week from 18th to 20th June, on the same dates WHITE occupied in the past. We decided to organize this new event because the resort and beachwear segment is one of the most promising trends in Fashion.

L'O A: How many participating brands are there in the WHITE Resort edition?

BBB: For this first edition we have selected more than 50 top-tier brands, already distributed by the best boutiques and department stores on an international level.

L'O A: What criteria have you adopted to select the companies exhibiting during White Resort?

BBB: The criteria adopted for the selection of the brands for WHITE Resort are the same that have ensured the success of WHITE over the years: careful stylistic research, innovative designs, and attention to sustainability in production and the materials used. Strong creativity cannot be missing. As always, we are committed to young designers and emerging brands. Many will be those who will take part in the WHITE Resort.

L'O A: What is the difference between this new edition and the main WHITE Milano?

BBB: WHITE is the womenswear fashion trade show born in 2002 and dedicated to ready-to-wear cutting-edge collections and accessories, presented by both SMEs and established companies, all of the highest quality and from all over the world. WHITE Resort is an offshoot of WHITE, a new format of the



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original event dedicated to a specific segment, that is resort wear, and held in June.

L'O A: What are the new trends the buyers are looking for as part of the WHITE Resort edition?

BBB: Trends in the world of beachwear are actually many and often, as in the *pret-a-porter* segment, there is a tendency to buy collections that are true creations. The trend therefore is to turn towards beachwear collections that have something “to say” not only by those who create them (the designers) but also by those who wear them (the final customers). Therefore, the buyer is the point of union between those who create and those who buy, the final clients, and is therefore always on the lookout for something new, but “real” and above all sustainable. We have tried to give ample visibility to all facets of this fashion segment: from collections of ethnic inspiration to collections of pure linearity and cleanliness, from creations reminiscent of the 1980s to collections that make embroidery, digital prints and bright colors their hallmark.

L'O A: What brands do you think will be the most popular among buyers?

BBB: We start from the premise of offering a wide-ranging beachwear and resort fashion showcase, commercially useful for all the international buyers who are used to visiting our showcase. In the light of this, it is difficult to say who will be more successful. For us, each of the selected collections has all the characteristics necessary to interface with the international market, so the buyers will buy according to the needs of their final customer, the geographical area and the context in which they are located, because we do not only welcome buyers from department stores and boutiques, but also buyers from the resort world.

L'O A: Are you planning to include any Middle Eastern brands in future editions?

BBB: We would be very happy to include collections of Middle Eastern designers in the future editions. These designers have all the necessary characteristics to present their creations to the international market: great



craftsmanship, marvelous mastery in the art of embroidery and distinguishable traits of their cultural roots to create collections with high stylistic content.

L'O A: What are your plans for future WHITE Resort edition projects?

BBB: Our plans for the future WHITE Resort are to increase more and more the international showcase of proposals and to continue doing what we have been doing for more than 20 years: proposing our fashion vision — made of true creativity and high quality — and continuing on our path of helping buyers and designers to develop their business in a solid, sustainable and constructive way. ■

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