

WHITE®

**June –
21.22.23
2025**

R E S O R T

**Via Tortona, 27 –
Superstudio più**

Milan



PRESS KIT



WHITE Milano confirms the June dates from the 21st to the 23rd in the Tortona Fashion District.

The event, designed to meet the increasing demand from buyers to make early purchases ahead of the usual schedule, will offer the opportunity to discover new prêt-à-porter collections with a summery mood. At the same time, it will serve as a moment for dialogue, networking, scouting, and buying activities for buyers, who in this June edition will once again find a wide selection fashion proposals from the resort segment, which has experienced significant growth in recent years.

Under the **patronage of the Municipality of Milan, and supported by the Ministry of Foreign Affairs and International Cooperation (MAECI), ICE – Agency for the Promotion and Internationalization of Italian Companies, and in partnership with Confartigianato Imprese**, WHITE will host carefully selected international brands. The selected collections are rarely found elsewhere and choose our event as their showcase, which since its first edition, has been attended by top international buyers. In particular, the June edition is able to capture the attention of a specific segment of buyers who conduct their purchasing campaigns exclusively during this time

of year, such as boutique hotels and international luxury resorts.

The event stands as an important platform for research and connection for designers, creating a bridge toward new markets with great business potential. For example, Indonesia, Turkey, and the Middle East are just a few of the destinations where major fashion-related tourism entities are rapidly growing. Around 100 brands will once again contribute to making WHITE June an unmissable event for buyers from all over the world. The collections on display, both womenswear and menswear, range from clothing to accessories, meeting the growing demand for versatile summer wardrobes suitable for multiple occasions.

For WHITE, the concept of resort is tied to the idea of a transversal, seasonless wardrobe, where summery designs, materials, and colors seamlessly blend with a vacation-oriented, 360° leisure-focused lifestyle. The needs of an increasingly conscious consumer, who seeks garments with an elegant yet functional cut, are fully expressed in an offering that embraces not only aesthetics but also sustainability and practicality.



The market segment dedicated to resort wear has seen significant evolution in recent years, not just limited to a niche, but a true global trend phenomenon. More and more consumers are looking for garments that combine elegance with comfort, adaptable to various situations, from travel to daily life, from beachside relaxation to a chic event in an exotic location. The growing focus on a cosmopolitan lifestyle has made resort wear a key segment in many brands' collections, with an focus on versatile, high-quality solutions for the modern consumer.



In this context, the June edition confirms itself as a key event for the fashion industry market, capable of anticipating trends and attracting a highly selected public of buyers who join the regular attendees of our exhibitions. These buyers represent exclusive entities—luxury resorts, boutique hotels and concept stores in important tourist destinations—who typically do not take part in the traditional sales campaigns but find in WHITE June the

ideal moment to finalize their purchases for the upcoming season.

This vision extends to the total look, which is why WHITE June offers an exclusive selection of accessories, essential for completing and personalizing every summer outfit. From bags to sunglasses, hats to jewelry, each piece is designed to elevate a look with refined and never ordinary details. Accessories have, for some time now, become undisputed protagonists, capable of adding a unique touch of style and transforming even the simplest garment into a true fashion statement.



This attention to the evolving needs of consumers and the growing demand for solutions that transcend seasonality is key to understanding the success of WHITE's summer edition: an opportunity to chart an innovative path that connects brands and buyers, creating dialogue and growth opportunities for the entire sector.

For more info:

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