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 The Pulse of SECRET ROOMS at WHITE Milano
 *SIGN OF THE TIMES!

written: **Alban F. Smajl**

In Milan, the epicenter of global fashion, WHITE Milano's SECRET ROOMS sets a stage unlike any other.

Between September 22-25, 2023, this special segment showcased a mélange of the old and new, with a particular emphasis on the rising stars of fashion. As we meander through these narrative aisles, one thing becomes clear: this is not just fashion; it's storytelling, craftsmanship, and innovation.



total look: **Mia Nakamura**

total look: **South Africa**
 (credits: **Canada**)



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total look: **Studio PANSTERS**



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total look: **King, Bana, Rha**

LE MILE The Voices Behind the Vision .Trending .Aesthetics .Television .Out Now

ALBERTO GIASCHINI

In Alberto Giachini's SS 24 collection, luxury footwear transcends tradition. Drawing inspiration from the roaring 1920s, Giachini interprets an audacious form of seduction. Alberto said, "The 1920s influenced my footwear because... cigarettes became a fashion statement embraced by women as well." With this spirit, the collection embodies more than shoes; they're a narrative of irony, humor, and allure. The cigarette heel especially stands out as Giachini believes it encapsulates the spirit of the modern woman, "expressing self-love, and yet remains true to her unique allure."

SAMANTA VIRGINIO

Samanta Virgilio's debut collection, "The Vivan Garden," is a blend of audacious femininity from various eras. Seeking her muses, Virginia Dakini and Vivian Ward, she notes, "These two women were daring, self-assured, and masters at shaping their own image - qualities that modern women also possess today." The couture petal technique, an integral part of her collection, was elaborated by Virgilio as an inspiration "to reimagine the voluminous look of fur but evolved into a unique aesthetic inspired by the vibrancy of flowers."

RISA NAKAMURA

Risa Nakamura crafts with precision and identity. Her narrative is not just about creation but the meticulous pursuit of perfection. She recalls, "I was deeply impacted by what I saw and felt in Tokyo around the year 2000... I felt that I had discovered a similar way of living." Nakamura's commitment to detail is unshakable. She elucidates, "I believe that clothes can be treasured... when you can feel the depth of their creation and connect with their creativity." In envisioning her trajectory in the fashion landscape, Nakamura emphasizes her respect for people and the aspiration to create products that exude individuality.



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total look: **Samanta Virgilio**
 (credits: **Melanie Fratton**)



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total look: **Michelle Chen**
 (credits: **Alberto Giachini**)



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team credits
 icon: **Davide Freni**
 fashion director: **Chiara Obeil**
 contributing editor: **Daniela Cappatarone**
 hair & make-up: **Alice Torri**
 talent: **Tatiana Torres**

total look: **Torres**



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WHITE Milano's SECRET ROOMS was a dialogue, a pulsating narrative of fashion's future. It was about championing voices, both established and nascent, and painting a canvas that depicts where the world of fashion is heading.

credits
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This year's edition stood out not merely for its sartorial masterpieces but as a testament to fashion's evolving ethos – a sign of the times!