



WHITE captivates an international audience with its 2024 showcase

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March 4, 2024

Fashion

,
News

,
Sustainability

ACCUMULATING an impressive 18,000 visitors over its three-day duration, **WHITE Milano** "> **WHITE Milano** attracted many affluent names to its 2024 showcase.

Set in the heart of the **Tortona** Fashion District, WHITE's impressive schedule of events, collaborations and innovations resulted in an eclectic display of fashion's finest.

WHITE Milano

At the trade fair, over 300 brands opted to present their autumn-winter 2024 collections. The Secret Rooms – five hidden spaces where international designers exhibit their collections – were particularly a success. PROTOTYPE:AM, Alberto Ciaschini, YANGKEHAN, Samanta Virginio and MIAORAN all captivated the attention of onlookers with their innovative ensembles.

Speaking on the curation of brands, Simona Severini, general manager of WHITE said: "Never as in this edition has the content-container combination been perfectly represented. The content, given by the brand mix of the collections presented, clearly expressed WHITE's desire to dare, to tell emotions and launch messages. It did so fearlessly, exclusively selecting collections that represent our DNA and leaving out more obvious choices that favour a seemingly more attractive market."

Miaoran Studio

Similarly, WHITE's collaboration with Kfashion82 – a Korean B2B platform owned by SHINSEGAE attracted much attention. Thanks to the partnership, six upcoming Korean designers -RYU CLASSIC, JIMINLEE, Liberadd, HANNAH SHIN and MAN.G – were able to present their collections.

Further international appeal was created with the arrival of many Spanish designers. Covering clothing and accessories, WHITE joined forces with ICEX España Exportación and Inversiones to welcome Toral, Henry Arroyo, Chie Mihara and many more.

Echoing the holistic success of the event, WHITE Village had a sparkling turnout. Working alongside companies such as Albini Group, Mesmerize, BioQitchen, MTV Italia and more, the schedule was full of exciting events.

WHITE Milano

Proving to be a cultural epicentre for fashion lovers across the world, WHITE continues to be an unmissable display of fashion expertise.

by Sophie Richardson

