



M.Seventy

International Hub for Brand Development

Founded in **2005** by Massimiliano Bizzi and Brenda Bellei as an event management company—collaborating with leading institutions such as Fiera Milano, Paris Prêt-à-Porter, Coterie NY, and BolognaFiere—**M.Seventy** quickly established itself internationally as the organizer of the women's fashion tradeshow **WHITE Milano**.

Twenty years on, M.Seventy has evolved into a true hub for brand growth. Thanks to its high-profile international network, the company now offers innovative services and dedicated tools that support brand development and internationalization well beyond the physical presence at the Milan exhibition. M.Seventy manages a wide range of projects aimed at fostering brand development and building national and international partnerships.

For years, **M.Seventy** has partnered with Confartigianato Imprese, the Italian association representing and supporting small and medium-sized enterprises, particularly in manufacturing and craftsmanship, embodying the excellence of Made in Italy. More recently, M.Seventy has launched collaborations with the industrial group **MinervaHub** and **Jato 1991**, an important Italian manufacturing hub, and textile company **Faliero Sarti**, thereby strengthening its strategic production network. This network includes smaller satellites that bring together key skills and resources essential for brand growth.

Through **The Circle Platform**, promoted by Brenda Bellei and Monica Sarti, M.Seventy aims to create business opportunities in key Middle Eastern markets, particularly in Saudi Arabia, helping brands expand their distribution channels and consolidate their presence in new international scenarios.

As part of the **third edition of Riyadh Fashion Week** (October 16–21, 2025), M.Seventy has been appointed strategic partner for the management of the **Designer Wholesale Showroom**, the business hub of the event promoted by the **Fashion Commission of the Saudi Ministry of Culture**.

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The showroom will host around **50 Saudi brands**, offering them full support in preparing and presenting their collections to a selected group of **international and local buyers**, as well as investors and industry opinion leaders. M.Seventy's role includes coordinating and assisting designers in setting up and developing their wholesale strategies, scouting international and local buyers, organizing guided tours, B2B meetings, dedicated presentations, and ensuring smooth operations throughout the week with a dedicated team.



Through this collaboration, M.Seventy reinforces its international role in promoting emerging talent and creating new connections between Saudi creativity and the global fashion market.

"Since 2015, every month M.Seventy has organized international roadshows in countries where fashion has a story to tell. This wealth of experience and deep market knowledge makes us ready to face global changes. We are proud that our company is recognized as a leader in brand development, from production to distribution. Our platform offers multiple opportunities: today's market is highly challenging, and what it requires most is tenacity, perseverance, and strong networking." – said Brenda Bellei, CEO of M.SEVENTY - WHITE.

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