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MILANO

Saudi designers at Milano Fashion Week with a rich schedule including:

POP UP STORE @ 10 Corso Como 19-28 SEPTEMBER

EVENT @ PALAZZO SERBELLONI 20 SEPTEMBER

SHOWROOM @ PADIGLIONE VISCONTI 22-25 SEPTEMBER

Riyadh, Saudi Arabia, 05 September 2023: Welcoming the global fashion community, WHITE Milano and the Saudi 100 Brands program are set to launch into this year's Milan Fashion Week with an exclusive Gala Event, taking place on 20 September at the historic Palazzo Serbelloni.

Fusing dance, culture and fashion, the Gala Event will showcase the Saudi collections across five distinct categories. Each collection will be presented with its own unique scenography and choreography, curated with the participation of dancers from the renowned La Scala Theatre.

At the core of this event lies the Saudi 100 Brands program, an initiative by the Saudi Fashion Commission. The program is dedicated to invigorating and celebrating the growing opportunities available to fashion designers from the Kingdom. By providing essential tools and resources, it empowers designers to share their work with global audiences and achieve international acclaim.

Building upon the success of their collaboration last year, WHITE Milano and the Saudi Fashion Commission are set to raise the bar yet again. The Saudi 100 Brands showcase will find its home in the Padiglione Visconti, a versatile 1,000 square-meter space located at the heart of the Tortona Fashion District.

Featuring dedicated pop-ups for each fashion house, the showcase will accentuate the unique temperament of every collection. All designers will display within one dedicated space, collectively enriching and elevating each individual artistic identity.

This will be rounded off with a Pop Up Display at luxury retailer 10 Corso Como Milan.

The Pop Up will be open from Tuesday 19th to Thursday 28th, with an opening event on the 19th.

Several trailblazers from the Saudi fashion movement are announced as part of the showcase, including Agmarat, AlMaha Designs, Dananeer, Dar bella fashion house, ivori fashion, Mona AlShebil, Rosa Canina, The Naqadis, and The untitled project.

They will be joined by a group of promising emerging designers from the Kingdom, including 35 Design, JF, Khharaz by Shamma, Noura Alghilaisi, Reham Nassier, and Samar Nasraldin.

The diverse group of Saudi designers, 85% of which is female, is poised to take the WHITE stage, showcasing an exciting array of couture, ready-to-wear fashion, handbags, jewelry, fragrances, and footwear collections. Both seasoned and emerging Saudi designers are weaving the essence and narrative of their homeland into their creations. With a central theme of feminine expression, ready-to-wear label Dananeer melds traditional craftsmanship with contemporary 3D laser cutting techniques, placing Arab attire into a new light. Among the newcomers on display, Samar Nasraldin is forging a fresh, informal aesthetic, adding a distinct facet to the Saudi fashion scene.

Brenda Bellei, Chief Executive Officer of WHITE, said:

“In the prestigious setting of Palazzo Serbelloni, a charming historic mansion located in the center of Milan, we are pleased to be able to present an exclusive event dedicated to the creativity of Saudi designers. On the evening of September 20th, an expert direction will turn the spotlight onto the creativity of designers from Saudi Arabia. The event will unfold between communication moments about the brands, fashion shows and artistic and musical performances, which will introduce guests and VIPs from the fashion world present in the hall, to the Arab fashion houses. Internationally renowned artists and a series of video installations with a contemporary mood will also be present, to reveal the faces and names of the young Arab fashion designers. Once again WHITE confirms its scouting work in support of new international talents, offering them not only its commercial platform, but the allure of a unique performance in a unique city”.

Burak Cakmak, CEO of the Saudi Fashion Commission, commented:

“We’ve organized another incredible rich programme of events to highlight Saudi brands during Milan Fashion Week. This year’s showcase will be much more immersive, allowing the global fashion community to meet, interact and discover the talent coming out of the Kingdom. We look forward to welcoming old and new supporters from around the world to discover what Saudi fashion has to offer.”

A semi-annual event taking place during Milan Fashion Week since 2002, WHITE Milano showcases around 1,000 collections and welcomes over 20,000 visitors for each edition. Housed in the Milan’s Tortona Fashion District from 22-25 September 2023, the exhibition will take place across several iconic locations, including Padiglione Visconti (Via Tortona 58), Superstudio Più (Via Tortona 27), BASE Ex Ansaldo (Via Tortona 54), and Mudec (Via Tortona 56).

For more information, please visit <https://www.whiteshow.com/en/> and <https://fashion.moc.gov.sa/en>.

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