



expo WHITE[®]

MILANO

EXPO WHITE was born in 2022, in the period following the pandemic, as an expression of a new cultural scenario. The Covid era represented a moment of strong unity between different cultures, brought closer together through digital connections. This new approach encouraged unprecedented crossovers and gave voice to artistic and fashion expressions from distant or little-known countries. The pandemic unleashed latent creativity in many unexpected realities, fueled by a socio-political and cultural context that stimulated new forms of research and experimentation.

In this framework, **WHITE**, always a discoverer and promoter of trends, decided to launch **EXPO WHITE**, a project that highlights and enhances these cultural paths.

EXPO WHITE is not a political initiative, but rather a project of storytelling and cultural dialogue, aimed at showcasing the richness and diversity of contemporary creativity worldwide.

The intensification of these international relations strengthens **WHITE**'s role as a privileged platform for the meeting between supply and demand, creating new business opportunities and long-term collaborations between brands and retailers across five continents. For several seasons, **WHITE** has relied on dedicated ambassadors with the task of selecting the best brands and buyers from around the world.

The exhibition spaces at **Superstudio Più in Via Tortona 27** and **BASE in Via Tortona 54** will host **around 70 selected brands** from **Armenia, Brazil, China, India, Qatar, Romania, Spain, and South Africa**, among others.

Supporting the brand-scouting activities is the effective incoming action promoted by ICE Agency, which, thanks to the constant work of the organizational team, significantly increases the presence of international buyers. This strategy encourages the arrival of qualified operators from key markets such as **UAE, Saudi Arabia, USA, Canada, Belgium, the Netherlands, Japan, Spain, Germany, Austria, Hong Kong**, as well as **India, Greece, Ireland, Poland, UK, Portugal, and Switzerland**—thus expanding the global network of the event.

"In this phase of deep rethinking, fashion needs to build new connections and alliances beyond conventional markets. For this reason, we are very active in the Middle East, India, and Asia, including targeted initiatives in Eastern Europe. We are also very pleased with the strong revival of the Chinese market and are confident that thanks to all the strategies in place, both customers and buyers will recognize the immense work carried out" – said **Brenda Bellei, CEO of M.SEVENTY – WHITE**.

The Armenian Chamber of Fashion and Apparel returns to **WHITE Milano**, presenting timeless elegance and sophisticated comfort inspired by culture, through breathable silhouettes. This edition represents a valuable opportunity to foster new collaborations and highlight Armenian creativity. Participating brands include **Moment of White**, showcasing a special capsule created in collaboration with the Armenian Museum of Art as part of a cultural initiative, and **Shabeeg**, whose contemporary collection is inspired by the country's heritage, drawing from Western Armenian embroidery traditions and the cultural symbols of the Cilicia region.

From **Brazil**, 17 sustainable brands will arrive, the result of research, passion, and ongoing experimentation. Among them: **Melissa**, which blends fashion, art, and innovation in its vegan footwear; **Agua de Coco**, a beachwear and swimwear brand; and **Patù**, a clothing brand celebrating fluid femininity.

The collaboration with **M7**, **Qatar**'s leading center for fashion, design, and entrepreneurship, continues to grow. **WHITE** supports designers by facilitating access to Italian-made distribution channels, which not only align with their creative vision but also help them succeed in an ever-evolving market.

At **WHITE**, the brands **SHIROTSU**—a streetwear label that experimentally reinterprets materials and traditions to create contemporary, seasonless, and genderless clothing—and **DRIZZLE**, presenting elegant pieces with harmonious palettes, timeless cuts, and a balance between softness and structure. Each garment is crafted with meticulous attention to detail, with the intent of bringing joy and beauty into the lives of those who wear it.

From **Romania**, seven brands will participate, including **NO44**, a premium denim brand redefining the way jeans are made and worn, embracing slow fashion by creating garments designed to last for years; and **Rosamund Muir**, offering sustainable luxury footwear made from surplus leathers originally produced for other high-end brands. This ethical approach reduces environmental impact, with each model conceived as an exclusive piece, the result of small-scale artisanal production that values uniqueness and creative expression.

"The presence of Romanian designers at WHITE Milano has now become a well-established tradition. Designers bring a distinctive mix of innovation, craftsmanship, and high-quality fabrics and products, perfectly blending with international trends. Contemporary Romanian creativity is quickly emerging as a distinctive signature on the international fashion scene," declared the Romanian designers.

Based on a three-year agreement with **Black Diamonds Communications**, September 2025 will feature a curated selection of South African fashion brands. Among them: **ATHENA A JEWELLERY, VIVIERS STUDIO**, as well as **M_AURA ATELIER**, designated by Manthe Ribane for New York Fashion Week in collaboration with Jaguar and the African Fashion Council. Their work is a bold fusion of futurism, tradition, and avant-garde aesthetics. Each piece reflects Manthe Ribane's distinctive approach: celebrating harmony between technology and African tradition while pushing the boundaries of contemporary fashion.

MORS DESIGNS

Presents a collection of chunky mohair knitwear in bold, vibrant colors inspired by the joyful nostalgia of childhood and characterized by a playful attitude. The name of the collection, **MOLUV**, was born from a long-standing love for fine yarns, fueled by admiration for knitwear and encouragement from loved ones. This marked the beginning of a journey into mohair, one of the world's most beautiful sustainable natural fibers, offering warmth and comfort.

With dedication, we perfect our designs to create sumptuous knitwear that evokes a handcrafted spirit without sacrificing style or effortless elegance.

REEFUSE Clothing Africa

Blends tradition and modernity, rooted in the cultural heritage of Durban. Each garment, precisely crafted, tells stories of identity and innovation, emphasizing quality and longevity over mass production.

LIZAH CHANDA Crochet

With her **Full Circle** collection, combines architecture, design, and fashion in a return to her creative roots. Mixing luxurious fabrics, intricate crochet work, and sculptural silhouettes, the collection celebrates timeless elegance and innovation, balancing heritage and modernity.

CONNADE

Presents the **Black Light** collection, exploring African spirituality and heritage through avant-garde forms and symbolic minimalism. Centered on the philosophy of light and darkness as spaces of transformation, it connects ancestral traditions with contemporary design.

NEIMIL

With the **Leeto** collection, celebrates change and adaptability, paying homage to the Pedi and Ndebele tribes of South Africa. It is a journey through cultural heritage and dynamic perspectives passed down across generations.

"We are proud to return to WHITE Milano, presenting eight exceptional South African designers. This achievement is made possible thanks to the constant support of the Department of Small Business Development and SEDFA, along with the expert guidance of the WHITE team. Showcasing our best emerging South African brands at one of the world's most prestigious fashion events reflects our commitment to global excellence and innovation." **affirmed the South African designers.**

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