



White Milano

“WE CREATE WORLDS”

White Milano is not a fashion fair – it represents a vision. Each edition creates a unique microcosm in which designers, buyers, and fashion enthusiasts come together to celebrate innovation, ethics, and quality. Simona Severini, General Manager of White Milano, shares the latest news about the winter edition.

Text: Janaina Engelmann-Brothánek. Photos: White Milano

The White Milano womenswear trade show will be opening its doors once more from 27 February to 2 March 2025. The first burning question upon meeting Simona Severini is whether trade shows are still relevant in this day and age. Her answer is unequivocal: “We are not a trade show. We do more than just sell floor space to fashion labels – we create worlds. We field up to 2,000 applications per season. Brands are selected with the utmost care, on the basis of values such as excellence, sustainability, and aesthetic harmony. We prioritise quality over quantity.”

The core of the event remains Made in Italy, but White is willing to look beyond borders. “Fashion knows no boundaries,” Severini argues. This curatorial approach makes the salon – as Simona Severini refers to the event – a place where every label can convey its story, and all elements of the show come together to create a coherent and inspiring experience.

Visitors can expect a journey through different styles. From tailored coats to avant-garde dresses and bohemian accessories, everything is meticulously staged. “We adopt the perspective of the buyer. Each collection must integrate harmoniously into the overall picture and create space for inspiring discoveries,” Severini explains. This fusion of creativity and precision makes White Milano a place designed to inspire physical retail stores. An important aspect of the selection process is the price-to-value ratio. “We are all tired of extremes – from overpriced luxury goods to absurdly low prices. It is time to return to morally sound pricing,” the general manager insists. Transparency is key to regaining consumer trust. An increasing number of people want to know the background of a product. This is not merely a question of aesthetics, but also of a deeper connection to what we wear. Last but not least, White Milano is committed to supporting young designers. The Secret Rooms allow fresh talent the space to develop their vision. “This is not about trends, but about creating new codes,” Severini says. These rooms provide a platform for designers who live and breathe creativity uncompromisingly and inject fresh energy into the fashion world. White Milano affords them the visibility they deserve, and in doing so, invests in the future of the industry.

“White Milano epitomizes the new luxury,” Severini summarizes. “For us, this signifies true quality – not an empty luxury brand, but products with tangible value, created with care, ethics, and creativity.”



Simona Severini is certain: White Milano is much more than a trade show.



On average, White Milano attracts around 18,000 visitors per instalment.