

WHITE® | SIGN OF THE TIMES

22.23.24.25 SEPTEMBER 2022
TORTONA FASHION DISTRICT



Tortona 15
Magna Pars

Tortona 27
Superstudio Più

Tortona 31
Archiproducts

Tortona 54
Base Milano Ex Ansaldo

Tortona 58
Padiglione Visconti

#whiteshow #signofthetimes

“AN EYE ON THE FUTURE”

A selection of 400 brands 19.850 sq.m across 5 locations

WHITE | Sign Of The Times – the Content show set across the Tortona Fashion District, is back from 22 to 25 September 2022, during Milano Fashion Week, with a new appointment rich in special projects, fresh labels from across the globe, and artistic forays. A new edition developed also thanks to the aegis of Municipality of Milan, with the support of MAECI - Ministry for Foreign Affairs and International Cooperation, ICE Agenzia, in partnership with Confartigianato Imprese.

“We confirm our full support to the fashion industry, as we are well aware of the new challenges to achieve the digital and sustainability goals, wishing all the best for the events under way” - so Carlo Ferro, President of ICE Agenzia.

“The geopolitical picture of international trade is undergoing a makeover, and we are accelerating the execution of the 19 new actions we launched in the framework of the Pact for Export. We are going to give our contribution to confirm White as the cutting-edge event of sustainable fashion and research, as well as the icon of the Made in Italy in the world.”

Other much-awaited comebacks are the collaborations with **Scalapay** “Innovative FinTech Partner” and **BMW** “Sustainable Mobility Partner”, which share the objective of communicating values and contents aiming to further sustainability and technological innovation.

At this edition, a brand selection in line with the internationalization strategy enacted by WHITE in view of furthering the development, export and geo-clonation of its format.

“September is a very important appointment for us, our aim is to keep growing in continuity with the constructive and non-competitive approach that has set us apart for many years. WHITE consolidates the synergic operation with CNMI and CSM, backing the incoming of top international buyers in Milan, also thanks to the support of MAECI and ICE. A further upgrade of the already high quality of the selected brands offers buyers the collections that best

respond to the essential pillars for the market of the future: sustainability and innovation.

As we are well-aware of our firms’ need to explore new marketplaces, White consolidates its energetic and tangible dedication to take the format to the top international marketplaces” Massimiliano Bizzi, President and Founder of White, has declared.

This forward-thinking vision, aiming at expansion and knocking down the barriers, fostering a better flowing communication between the market and the creative entities from across the globe, is shared by **ExpoWhite**, the format under the aegis of the **Ministry of Culture** in the five locations of the Trade Show, with designers and brands from countries hailing from unconventional areas of the fashion realm. At its first edition, ExpoWhite, reveals the potential of **Saudi Arabia**, Brazil, the Netherlands and South Africa. From **Saudi Arabia**, **Saudi100 brands**, a project supported by the **Ministry Of Culture** and by the **Fashion Commission**, which presents its best talents, out of which



85% are women. **The participation in White includes the collaboration with Joor, the top digital wholesale platform, which will digitalize the Milanese event.** The buyers, by scanning the QR code corresponding to the selected brand will access, from anywhere in the world, the customised profile of the latter and will be able to view the line sheets, interact with the collections and buy. The event will feature eight categories: **concept, evening, ready to wear, casual, resort, bags, menswear and jewellery.** Some of the brands on show are: **Adelfes - Almuhausen Jewellery - Atelier Hekayat - Bovenue - By Sadeem - Charmaleena - Dazluq - Dollybrand - Eman Joharjy - Kaf By Kaf - Khawla Al-Aiban - Lillian Ismail - Loomer Jewellery - Lurline.**

From **Brazil** the suggestions of Syetvie - Drama - Mao De Mae - Serpentina - Room - Thais Bernardes - Sau - Marina Bitu.

From **South Africa** the proposals of Imprint - Sash South Africa - E.G Jewellery - Selfi - Hamethop - Floyd Avenue - Ezokhetho - Erre.

The **Netherlands**, which have made of sustainability their banner, will showcase a selection of brands at Wsm | White Sustainable Milano: A Beautiful Story - Caes - Ilni - Hlckae - Leap Concept - Minois - HCAand will be the hosts of the event "Sustainability in Orange" on 22 September, the show's opening day.

The scouting standards are getting higher and higher in order to propose brands that cater to the needs of the international buyers, who are increasingly bent on cutting-edge aesthetics.

White has expanded its path with special areas dedicated to labels boasting marked brand identity, for example the likes of **Swarovski, Simon Cracker, Avant Toi, Maria Calderara, Sophie D'Hoore, Stefano Mortariand Pierre Mantoux** with the capsule designed by **Carine Roitfeld.**

Rainbowave, showroom with HQ in London and in New York, will showcase the brands Ancient Greek Sandals and Piume Studio in its dedicated area.

19-69, Wiener Blut, Moth and Rabbit, Son Venin, Mutis Nueva Granada are cutting-edge labels of high-end contemporary perfumery breaking away from any aesthetic and commercial homologation.

The project **Secret Rooms**, at its third edition, dedicates 5 rooms to 5 emergent international talents, harbingers of independent creativity and highly appealing for the key accounts of the top buyers from across the globe. In continuity with its pioneering vision, the access to each secret rooms brakes away from the lay-out of the other locations of the Trade Fair, as they are "hidden" at the end of secret hallways made even more exceptional through dedicated artistic interpretations.

Among the ingredients that have contributed to the success of this this project, conceived and curated by Massimiliano Bizzi, the ongoing commitment to support the talent of young creatives from across the globe.

The protagonists of this project are brands with a London, Eastern and American background.

Dreaming Eli By Elisa, the brand launched by the Italian, London-based, Elisa Trombatore, who graduated at Central Saint Martins, with a collection that was immediately published on Vogue Runway, Vogue Talents and a number of independent trend-setting international magazines. She debuted in 2021 at the London Fashion Week, and her collections are infused with striking femininity, while expressing glamour and the desire to break away from the stereotypes of traditional fashion.

Marshall Columbia - designer from Denver based in Brooklyn - is inspired by his early childhood. Loyal to the highest handicraft cannons, his creations feature bright shades and unusual shapes with an ironic twist, taking a nostalgic yet creative approach to self-expression.

Didù, Chinese designer who graduated at the Royal Academy of Fine Arts of Antwerp made a name for herself owing to her attention to sustainability and her distinctive "futuristic femininity". She aims to integrate western and eastern cultures in order to tear down barriers and achieve a unified cultural concept. Her hyper-feminine representation of a woman with underground attitude aims to inspire women to express their body with courage and nonchalance.

Windowsen is Sensen Lii's brand, Chinese designer who graduated at the Royal College of Arts. His first show featured the "Barbie and the Chinese Zodiac" collection, which he himself defined as sporty-tech haute couture. His creations, starring maxi tulle skirts and sculptures, bring to mind the web3-age cyber-punk, and seem to have emerged from a metaverse to permeate everyday life with unbridled creativity. Some items of his collection were sported by Madonna at the presentation of her album Finally Enough Love: 50 Number Ones at DiscOasis @Central Park in New York.

Maktoub ground-breaking business model aims to celebrate creativity across the universe, in all its forms, by inviting artists and creatives from the most diverse backgrounds to influence the seasonal collections of this brand's thrilling projects.

Maktoub, which in many eastern languages means "it is written", points to the notion of fate or destiny, the brand's core concept.



Marshall Columbia

WHITE Cube is the showcase dedicated to contemporary footwear characterized by new aesthetic narrative and independent creative philosophy, imbuing the footwear scene with identity-focused flair. **Sam Reychler - Pleiades - Bettina Vermillon - Duca d'Ascalona - Kat Maconie - The Saddler** are just some of the brands of this exclusive showcase, capable of blending premium handicraft tradition with innovative flair. Among them also the collective **Pet Liger**, founded by the visionary artist and creative director Constantinos Panayiotou. The maison and art studio, native to the web3 scene that took the metaverse by storm, will be for the first time at WHITE with computational architect Pico Velasquez, Viiraand and Akito's pioneering sound design. The artwork will be part of a NFT auction open to the public, in collaboration with SuperRare, and will include the series of high-heeled silhouettes by Pet Liger.

WHITE SuK is the area with marked commercial appeal, whose setup is inspired by Middle Eastern Suk markets, with a selection of brands boasting distinctive handicraft heritage: **Ibeliv - Asami Studio - Mayroway - Stma Stefania Marra - Daria Pacelli - Spektre - Karima One Of A Kind - Noa Schali - Tarea Studio - Aethernal.**



Evolution and experimentation are the communication codes of the web3 generation, also in the new campaign by WHITE. The theme of the latter, which resulted from the dialogue between Massimiliano Bizzi and White's artistic co-director, **Beppe Angiolini**, founder of Sugar, is the value of absolute beauty, which associates advanced fashion with animals, the first specimen of pure beauty on Planet Earth. Two diametrically opposed languages merge to represent the values of WHITE with an eye to the metamorphosis of the latest aesthetics.

The **CGI language (Computer Generated Imagery)** used by **Green Light Project**, a team of three young creatives - Nicolò Di Leo Lanza, Tommaso Bruti Liberati and Roberto Bernasconi - encounters the traditional language of the renowned documentarist and explorer **Luca Bracali** to launch the cross-media project **"An Eye on the Future"**,

which combines the communicative power of digital art with the theme of sustainability and the absolute value of animal beauty. An immersive installation will be revealed during the trade fair in the area dedicated to WSM, whose fil-rouge has always been technological and sustainable innovation. The project CGI will culminate with an NFT artwork that will be on show next autumn at Museo di Arte Dinamica at the museum Permanente di Milano.



In the wake of its debut last February, the narrative path of **WSM | White Sustainable Milano** at **PADIGLIONE VISCONTI** in **via Tortona 58** has grown in terms of exhibitors and theme areas. The format, developed in synergy with Giusy Bettoni, founder and CEO of C.L.A.S.S. Ecohub, *strategic partner* of the event, has the subtitle "Unveiling the Fashion Backstage". WSM's *mission* is the promotion of the production chain operating with zero waste materials, technologies, production and customization, as well as prints and more eco-friendly dyes.

Cittàdellarte - Fondazione Pistoletto is once again the sustainable partner of the initiative, which, besides its narrative path, proposes immersive and educational experiences through master classes and workshops aiming to better involve and engage the players of the sector and end-users alike.

Lastly, the fashion tech project focuses on the strategies to advance and digitalize the fashion retail, a highly strategic topic for the sector's enterprises, but also for the new generations of consumers, who are increasingly evolved in terms of awareness and ethics.

Some of the firms on show:

Dyloan – a trailblazer developer of innovative technologies and solutions for the fashion industry. This going-concern focuses on research, design, and production for the fashion industry and for art and design, always in line with its sustainability and transparency values.

Relivetex By Maeba International - circular economy pioneer, MAEBA INTERNATIONAL has turned the words research, gather, select, digitalize, organize, monitor into its cornerstone, which has enabled it to achieve its goal of offering an ever-renewed sample collection, allowing the customer to have a wide range of fabrics available.

Fulgar - international leader on the "man-made" fibres market, their fibres are fully Made in Italy. The introduction of innovative manufacturing processes makes non-natural fibres, sustainable and environmentally friendly.

Tencel - leader in the production of plant-based cellulose fibre, whose processes perfectly integrate with nature and

its cycles. The brand manufactures for the apparel, denim, activewear, lingerie, footwear, and homewear industries.

YKK – in keeping with the philosophy of its founder “the cycle of goodness” - according to whom there is no prosperity if there is no benefit for the others too - has developed the “YKK Sustainable Vision 2050” by setting specific objectives in terms of climate change, safeguard of water resources and materials, management of chemicals and respect for people.

Bemberg™ by Asahi Kasei - premium material made with closed-loop cotton linter, taking a circular economy approach.

DHL – present in 220 countries with its logistics services, the firm, increasingly mindful of the environmental issues, invests in electric vehicles, renewable sources and zero-emissions, “last-mile” deliveries.

Mirta - the digital showroom with a mission: connecting contemporary high-end brands with international buyers and opening, with a simple click, new markets for the fashion brands aiming to go digital.

On the **Circular Stage** a rich **programme of talks and workshops**, panels, as well as informative and educational events. The international protagonists of the technological and digital transition, moderated by **Federico Ferrazza**, editor of Wired Italia, will discuss important themes, such as the digital passport, green washing, innovative materials and technologies, regenerative agriculture, as well as the new frontiers of retail.

Among the speakers:

Maxine Bédat Critic, entrepreneur, activist hailed by the international press, founder of the New Standard Institute, and author of “Unrevealed. The dark side of fashion”.

Javier Goyeneche President and Founder of Ecoalf Dounia Wone Chief Sustainability & Inclusion Officer di Vestiaire Collective.

Emma Slade Edmondson British Influencer and CEO of the consulting firm ESE Consultancy, internationally acclaimed expert of ethical and sustainable fashion, from slow fashion to second-hand.

Dirk Vantghem General Director of Euratex the European Apparel and Textile Confederation.

Stefania Ricci Director of Museo Salvatore Ferragamo.

Julian Lings Senior Sustainability Manager of The North Face, VF Outdoor.

Peter Droege Director of the Liechtenstein Institute for Strategic Development, President of Eurosolar European Association for Renewable Energy, President of the World Council for Renewable Energy.

Luca Sburlati CEO and AD of Pattern Fashion Engineering & Production.

Pier Giulio Lanza Founder and AD of DARTMILANO srl, Museo di Arte Dinamica at the museum Museo della Permanente di Milano.

Jacopo Schettini Gherardini Director, Research Office at Standard Ethics.

Majken Kalhave Executive Director of Creative Denmark.

Simone Mancini CEO and founder of Scalapay.

“The role of the Ministry for Ecologic Transition is to bridge the structural gap, which hampers the achievement of a new and better balance between nature and the country’s main manufacturing systems. Among these a key role is played by the fashion sector, the second national manufacturing industry, which greatly contributes to the Italian GDP. The Ministry for Ecological Transition backs the WSM| White Sustainable Milano, format dedicated to the sustainable transition in the fashion system, and acknowledges the merit of having clearly and effectively shown the way to go to firms, the stakeholders and end users too in its pursuit of achieving full sustainability in this sector” so **Vannia Gava State Undersecretary of the Ministry for Ecological Transition.**

Scalapay Lounge @White Garden

Scalapay, innovative FinTech partner of White, will have a dedicated lounge in the garden of Superstudio Più, in which the fashion stakeholders will network, and thus get the lowdown on the latest retail innovations and on the services specially developed by the Italian leader of the “buy now - pay later” payments.



Dreaming Eli Elisa Trombatore

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