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Saudi Fashion Commission Partners With White Milano to Boost Global Growth and Local Talent

The collaboration includes mentorship, training and a showroom to elevate Saudi designers globally.

By ANDREA ONATE OCTOBER 23, 2025, 2:05PM



The first showroom during Riyadh Fashion Week COURTESY IMAGE

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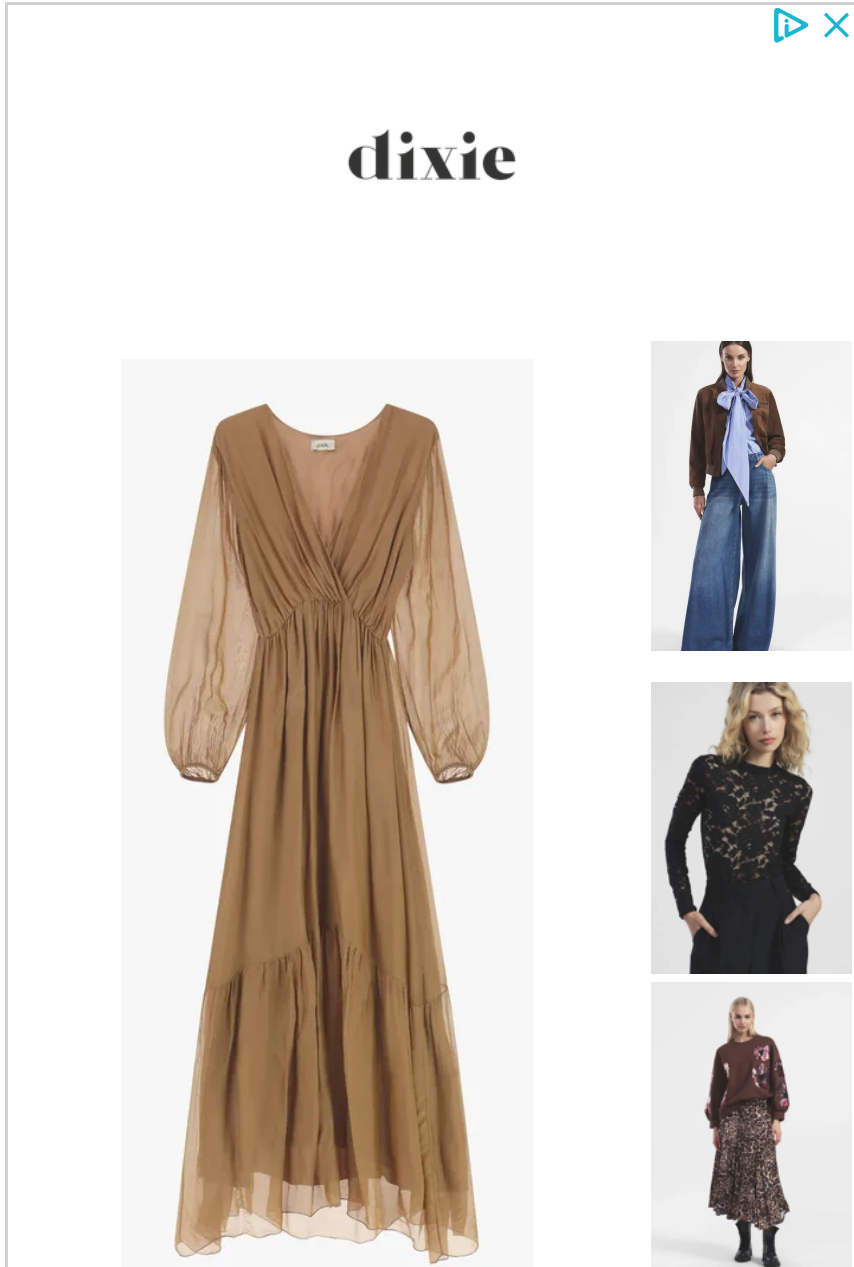
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NEW DEAL: Another **fashion week** has come to a close, this time in **Riyadh**, marked by significant deals and moments.

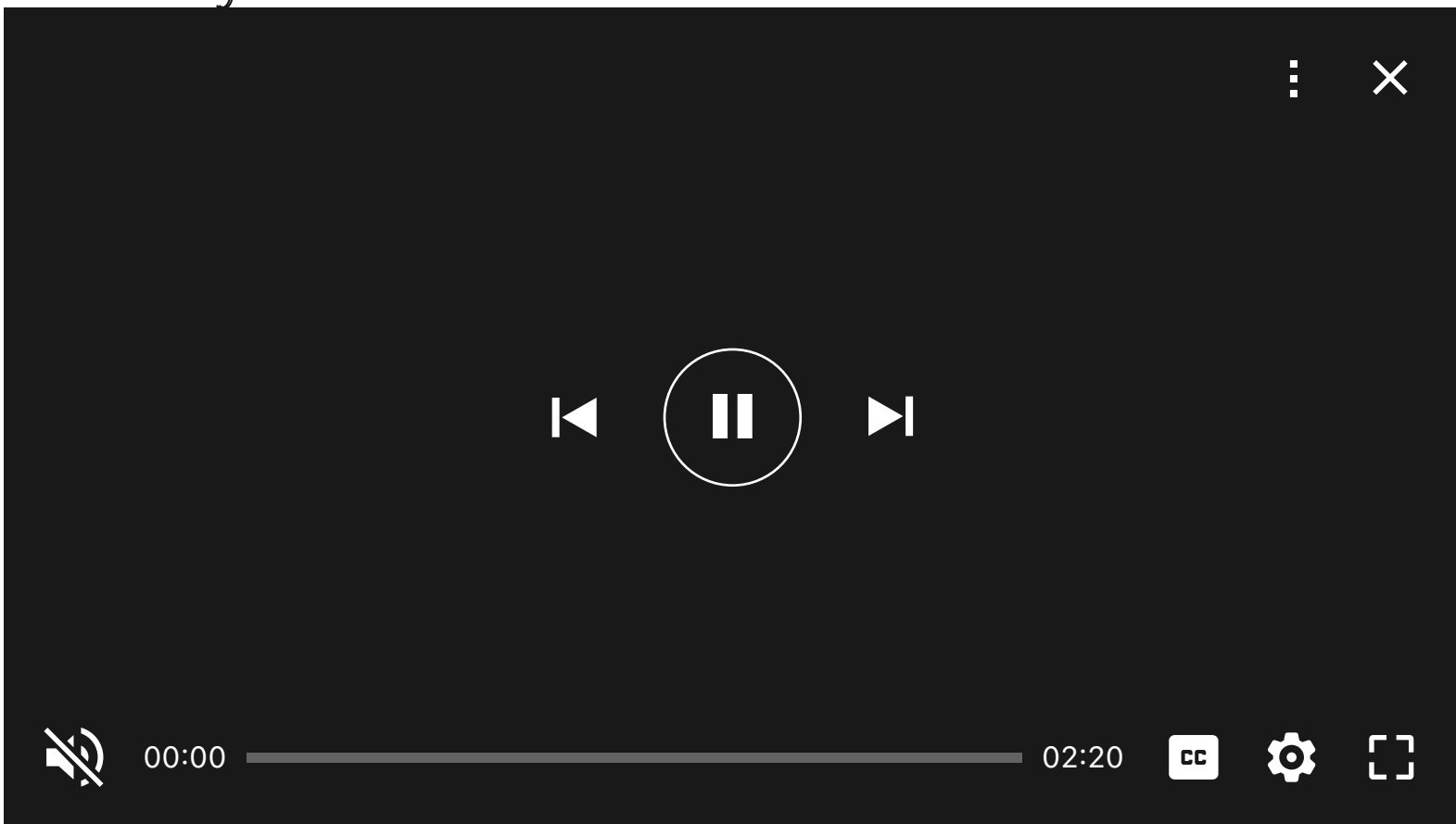
The Saudi Fashion Commission announced the signing of a memorandum of understanding with The Circle Platform company's **White Milano**, marking a strategic partnership to drive the global growth and expansion of brands while opening up new perspectives for the fashion industry.

This collaboration will give a boost to the development of national talent and the enrichment of the creative sector in the Kingdom as the chief executive officer of the Saudi Fashion Commission, Burak Cakmak stated that “this partnership with **White Milano** reflects our ongoing commitment to building platforms that empower local talent, expand international collaborations and enrich the creative economy.”

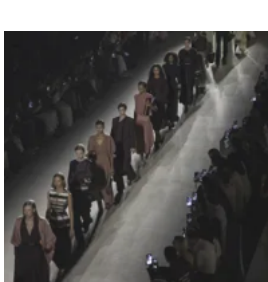
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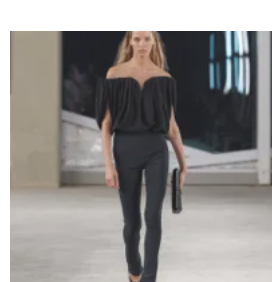
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Brenda Bellei, CEO of The Circle Platform-**White Milano**, said: “With our strong international experience in the fashion sector and our well-established network, we are ready to bring our know-how to **Saudi Arabia**, beginning with the organization of the official showroom during **Riyadh Fashion Week**, which took place from Oct. 16 to 21. This project aims to promote creative talent through a structured strategy of global promotion and positioning.”

Through this agreement, White Milano has established the first international showroom in the Kingdom, showcasing Saudi and international brands and serving as a creative hub in the region. The partnership has offered and will continue to offer Saudi designers access to White Milano’s international platforms, including mentorship programs, workshops and training courses to support local talent and share best practices in areas such as design, branding and sustainability. This collaboration will enable international brands to tap into previously unexplored channels and help bring Saudi designers to the global stage, offering them a new global platform.

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The agreement was also presented by Massimiliano Bizzi, founder and president of White Milano, at the Saudi Italian business forum in Rome on Thursday. Bizzi outlined the aim of the partnership, stating that “we will operate in Riyadh with a permanent structure and a calendar of events, as well as for the development of retail business.”