

In her new role, effective in late October, she will be heading the new agency's press activities as well as overseeing influence and VIP activities while recruitments are ongoing.

Spread the Word's

London office is located in the Marylebone area, while the Paris outpost will be in the 10th arrondissement, a lively neighborhood rife with fashion labels and design studios.

— LILY TEMPLETON

## International Mix

Tortona fashion district is ready to host the White Milano trade show running from Sept. 19 to 22 during Milan Fashion Week.

Always focused on small and medium-sized businesses and emerging designers, more than 300 companies will be on display during the four days for a broad international audience, buyers, press and fashion industry professionals.

This year, the ready-to-wear and accessory trade show presents one important innovation: "I'm talent showroom," the first edition of the collaboration with Istituto Marangoni, which wants to provide concrete commercial support and visibility to the creatives from the Italian fashion school. Collections from five alumni, three established and two emerging, will be on display: Unhidden, Sandra Mansour, Pronounce, Marco Vinci and Ascend Beyond.

Noteworthy is the Expo

White project, which has increasingly expanded its geographic boundaries. This season it will include brands from Spain, Armenia, South Africa (with a dedicated space in the White Loft), South Korea, Brazil and Latin America, featuring the Latin American Fashion Awards. The global platform was founded by Constanza Etro and Silvia Argüello. The winners of last year's inaugural contest selected to showcase their work at White are Verdi from Colombia, Desserto from Chile, Daniela Villegas from Mexico, Luar from the Dominican Republic and Karoline Vitto from Brazil.

"White Show is a prestigious international platform for designers and brands aiming to gain recognition in the fashion industry and create concrete business opportunities. Through this collaboration with Latin American Fashion Awards, we are excited to introduce our talented Latin American creatives to the numerous buyers in attendance, thereby building a bridge between Latin America and the global market," said Constanza Etro, cofounder of the Latin American Fashion Awards.

Spain will participate thanks to the collaboration with the Spanish Institute for Foreign Trade ICEX, which started the partnership with White in 2017. Among the Spanish designers, Mariana Méndez will showcase a collection of Japanese inspired bags in a limited and numbered series. — ANDREA ONATE ■