



WHITE TO REVEAL ITS 2024 PROGRAM AND BRINGS FORWARD THE NEXT EDITION BY ONE DAY, TAKING PLACE DURING MILAN FASHION WEEK

WHITE, the leading premium destination and event aimed at womenswear fashion and contemporary lifestyle offerings, presents its 2024 program: a schedule rich of initiatives for insiders, encompassing the **February, June and September** editions that will take place in multiple locations of the **Tortona Fashion District** (Superstudio, Base, Padiglione Visconti, Mudec) across the period of Milan Fashion Week.

The decision to bring all editions forward by one day, in **February, from Thursday 22 to Sunday 25**, in **September from Thursday 19 to Sunday 22** and for **White Resort from Saturday 15 to Monday, June 17**, comes with the strategic need to facilitate the coordination of industry professionals, while remaining aligned with the dates of global fashion weeks.

*"Since the very beginning, WHITE has distinguished itself for the distinctive edge of its proposals and the ability to evolve its formats, adhering to the needs of exhibitors and those of the market, while remaining faithful to its multifaceted standards", remarks **Massimiliano Bizzi, Founder of WHITE** and **Simona Severini, General Manager**. "In addition, we wanted to bring forward the opening by one day after carefully assessing the needs of buyers and press; therefore, we are convinced that such change will facilitate the operations of industry professionals and the organisation of their appointments."* This marks another step forward that outlines WHITE's commitment to remain a central hub for Italian fashion.

After the great success of the last two editions, which brought stats back to pre-covid levels for M.Seventy and WHITE, the show's strategy is to continue placing value on national and international scouting, shining a light on the most covetable Italian companies and strengthening the ExpoWhite project, which introduces designers, brands and buyers from countries of international - and unconventional - cultural provenance.

Through careful research and an ever-evolving scouting process, the curatorship focus leads to a more advanced study of trends and an expansion of areas in the Fashion District of Via Tortona, able to present a growing showcase to industry professionals. Moreover, WHITE expands its market research beyond the Middle East to new emerging countries like Latin American states, Central Asia with a strong focus on China and Korea.

“We are very pleased with the strong interest that the event continues to spark after over 20 years in the B2B fashion market. The consolidation of our presence in Europe testifies that our selection strategy has rewarded our efforts to interpret the changing and evolving needs of the industry. We have added a new title to our brand, distinguishing WHITE with SIGN OF THE TIME in order to highlight from edition to edition that our formats are always in line with the times,” says **Brenda Bellei, Ceo of the Show and M.Seventy.**

In the next few days, the campaign dedicated to WHITE’s Autumn-Winter 2024 edition will take place: its theme will fall in line with the cultural and artistic path that shaped previous editions. Moreover, the campaign will be presented at the next press conference.

June 15-17 will confirm once again **WHITE Resort**, the show dedicated to lifestyle and holiday collections as well as the beachwear offerings. In its second edition, WHITE Resort will double the number of exhibitors - **from 60 to 120 companies** - and will take place at the **Superstudio** spaces in via Tortona 27.

The patronage projects of the **City of Milan** will also be renewed, alongside the **Lombardy Region** and the support of the **Ministry of Foreign Affairs and International Cooperation (MAECI), through ICE** - the Agency for the Promotion and Internationalisation of Italian Enterprises, which guarantees, thanks to the partnership with **Confartigianato Imprese**, the support of international activities leading to promotion. A relationship that favours the incoming of the most important buyers and foreign press, which increases in percentage season after season.

To conclude, **WHITE VILLAGE** - held in September 2023 - will lead as an **"after show" in all three editions including February, June and September 2024.** The idea of the Village takes up the basic themes of WSM-White Sustainable Milan, but tackles them with a different approach, having fun and networking in one accord.

