



WHITE[®]
MILANO

Creativity at WHITE

In September, five brands will be featured in the **Secret Rooms**, special areas that invite visitors to discover emerging talents. The protagonists will be **Clara Pinto (UK)**, **Carolxott (Estonia)**, **Maz Manuela Alvarez (Colombia)**, **Rebirth (Saudi Arabia)**, and **Renè (Denmark)**.

CLARA PINTO is a London-based brand exploring innovation through traditional wool felting techniques. Founded in 2019, it has gained international recognition for its sculptural, material-driven approach, reinterpreting the role of wool in contemporary design through craftsmanship rather than technology.

CAROLXOTT is an Estonian contemporary fashion brand that blends Northern European style with a modern aesthetic. Each collection is inspired by the timeless beauty of Estonia's small islands, bringing nature, craftsmanship, and sustainability into every piece. Known for its attention to detail, upcycling initiatives, and limited editions, Carolxott creates bold silhouettes and hand-dyed patterns that are both striking and carefully refined.

MAZ Manuela Alvarez is a Colombian slow fashion brand founded in 2013, combining contemporary aesthetics with ancestral craftsmanship. Ninety percent of the garments are handmade by single mothers and indigenous communities, promoting empowerment, fair work, and the preservation of textile traditions. Each creation, the result of research and original weaving, is a timeless piece that conveys cultural richness and artisanal mastery with a modern touch.

RENÈ, founded in Copenhagen in 2022 by Jens Skov Østergaard, focuses on voluminous garments that merge a free yet thoughtful approach, redefining tailoring by combining it with utilitarian elements and a contemporary, fluid identity. Inspired by craftsmanship, culture, and heritage, the brand fuses Scandinavian minimalism with Eastern precision.

REBIRTH from Saudi Arabia presents Tactile Gestures, a collection that marks a new chapter for the label. It is the first to be produced in Italy by **Jato**, **MinervaHub**, one of

the most respected manufacturers in the fashion world.

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In the **LOFT** spaces, **Alexy Agency Showroom** will present a strongly international lineup, including **Celia B**, **Custommade**, **Czarina**, **Lena Hoschek H**, **Luisa Positano**, **Luv Aj**, **Nana Jacqueline**, **Elliatt**, and **Justin Tong**. Meanwhile, **Giemmebrands Corporate Showroom** will showcase an Italian-focused selection with **Le Sarte Pettegole**, **Caliban**, and **Cattina**—three brands that embody the artisanal know-how of Italian manufacturing.

A special project will also feature **Ballantyne**, unveiling **Kate**: the new must-have accessory that bridges dream, artificial intelligence, and Italian craftsmanship. Following the success of recent seasons, Kate returns in its iconic nappa leather versions (Brown, Shell, Black), with a new compact format and summer-inspired material shades—**15 models in total, in two sizes**. At **WHITE Milano in September**, Ballantyne continues its surreal storytelling, launched in July with a campaign by video artist Megan Stancanelli, created with Kling AI. The teaser video offers a preview of the creative journey behind the bag's development, while keeping some surprises hidden. Buyers and professionals will also be able to view the full collection at the brand's showroom in **Via Morimondo 21, Milan**.

The brand also joins the **Showroom Connection @ White** initiative, which allows selected labels to present part of their collection at the fair while showcasing the rest directly in their showroom. An exclusive shuttle will take buyers from the exhibition to the showrooms, streamlining the buying process. This format optimizes exhibition space while

enabling brands to present their full collections, creating direct and meaningful connections with buyers and making the trade show experience more dynamic and effective.

“In a time of uncertainty and challenges, WHITE has taken an important step in addressing market needs. We approached the selection process by asking ourselves the same questions today’s end consumer asks—questions that seem to have shifted in priority. The purchase moment is now strongly influenced by budget: how much one can or is willing to spend. Price is the first information requested,

followed by creativity, quality, sustainability, and versatility. This is the spirit that guided us in curating the next edition, looking for brands that are fully aware of the times we are facing—brands able to speak the language the market demands today, credible in terms of price, creativity, and quality. The brand mix of this edition reflects a commitment to authentic fashion, appealing to those seeking balance and a true sense of meaning in what we wear, and especially in what we want to express through fashion,” **says Simona Severini – General Manager of WHITE.**

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