

# WHITE<sup>®</sup>

MILANO

## NEW PROJECT SAUDI ARABIA

### The names of the 6 companies featured in WHITE's pop-up store in Riyadh until May 31, 2025, have been revealed

With the Middle Eastern market increasingly interested in New Luxury, a trend of which **WHITE** is a key representative, Christophe Penne, General Manager of the Lifestyle Division at AlMalki, has chosen the Milanese event as a strategic partner to develop the first in a series of tailor-made projects for the Middle Eastern market.

*"The luxury market in Saudi Arabia is evolving, with a growing focus on products that offer strong image value, quality, and uniqueness, qualities that define the brands showcased at WHITE. After visiting WHITE Resort in June 2024, a project perfectly aligned with our market's needs, I decided to support WHITE's selection and bring it to the prestigious Westerly department store of the AlMalki Group,"* says **Christophe Penne**, General Manager of the Lifestyle Division at AlMalki.

FALIERO SARTI / MONICA SARTI



The exclusive pop-up store will feature six international brands, all long-time clients of WHITE show. The carefully curated selection highlights the uniqueness of the collections and their strong stylistic identity. These exclusive products stand out for their creativity and excellence while maintaining a balanced pricing.

Here are the names of the brands that will be presented at the prestigious Lifestyle Mall in Westerly:

**Faliero Sarti**, a name synonymous with tradition and innovation in the Italian textile industry. With over 70 years of experience, the brand creates handcrafted scarves in cashmere, wool, silk, and other natural fibers, enriched with iconic prints and gradient tones.

Today, **Monica Sarti**, who grew up immersed in the rhythm of her grandfather's textile mill, continues her family's legacy with dedication and passion. She was the first to believe in this project, immediately recognizing its potential. With a forward-thinking vision, she saw the Middle Eastern market as a key opportunity for business growth, choosing to support an initiative that not only reflects her values but also promises new growth opportunities.



**La Milanese** is a brand that blends creativity, solidarity, and sustainability. Every bag, designed by Cinzia Macchi, is an alchemy of shapes, natural materials, and fine fabrics, resulting in unique accessories that are both glamorous and functional. Her collections tell stories reinterpreted in a modern and innovative way, while maintaining a strong commitment to sustainability.



**Pahiesa Formentera** was born from a love for the most authentic island of the Balearics. Its handcrafted embroidery and prints make each creation unique and original. Kimonos, tunics, and ponchos, made with fine materials with impeccable craftsmanship, are designed for those who embrace a lifestyle that celebrates freedom, beauty, and a passion for island life.

**Flabelus** reinvents the classic Spanish espadrilles, transforming them into shoes to be worn all year round. Each pair of Flabelus is crafted with love and expertise in Spain, combining the timeless design of these shoes with the comfort and quality of ancient Spanish artisanal techniques, ensuring strength and durability in every creation.



**NiLuu** merges the sophistication of traditional silk with a contemporary and purposeful touch. Its collections, made from 100% sustainable and biodegradable vegan silk, promote ethical fashion that celebrates Turkey's aesthetic culture. Elegance and comfort come together in these collections, adding a touch of class to every moment of the day, whether immersed in nature, at the beach, or in the heart of the city.





**Naira Khachatryan** celebrates the art of fashion with her concept of “wearable art.” The Armenian designer, specializing in pure knitwear, infuses each of her creations with a sensory experience. Every piece tells a story through noble fibers, ultra-fine merino wool, and refined craftsmanship. Her collections evoke timeless elegance, enhanced with lurex details that shimmer like precious metals, transforming each garment into a jewel. Her summer knitwear reflects the strong and vibrant character of her homeland, Armenia, blending tradition and innovation in a harmonious balance of comfort and style.

*“We are very proud that WHITE’s DNA is increasingly appreciated internationally, not only by retail groups but also by partners capable of developing business opportunities for brands through joint venture agreements, licenses, and store openings. Through our international projects in 2025, our goal is to support our client companies in expanding their business beyond the exhibition event itself,”* says **Brenda Bellei**, co-founder and CEO of WHITE.

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