



WHITE[®]
MILANO

27.28 FEBRUARY
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2025

TORTONA FASHION DISTRICT | MILAN

“Diamond” is the title of the new campaign by WHITE Milano, which defines the concept of new luxury.

Among the novelties, the opening of the first pop-up store in Riyadh, Saudi Arabia

WHITE strengthens its presence in Milan's Tortona Fashion District with a schedule of events, leading the definition of **new luxury** through the selection of over 300 brands (55% represented by Italian companies and 45% by international ones). M.Seventy launches its new international strategy on the 25th anniversary of its founding, kicking off a series of events in strategic markets to support the business development of its client brands.

A shift in consumption habits This is how industry insiders describe the transitional phase that the fashion world has been experiencing for some time. Society is demanding a new vision of luxury, and WHITE responds with an increasingly meticulous selection of brands, alongside an internationalization strategy aimed at reaching new strategic markets. The brands showcased within the event's spaces represent the core business of stores that understand the importance of offering their customers exclusive products that combine creativity and balanced pricing.

Aware of its role as a game-changer, **WHITE** addresses the public's need to outline a new concept of fashion, born from an intense research for brands with strong creativity and solid structures that offer the right quality-price ratio. Scheduled **from February 27 to March 2** in the Tortona Fashion District, WHITE has always embodied these values which are now more relevant and essential than ever for business development in today's landscape.

On the other hand, to meet the growing international demand for contemporary collections aligned WHITE's DNA, M.Seventy is boldly opening a new path by organizing exclusive events in strategic markets, starting with the GCC region.

In this new vision of internationalization, WHITE aims to open a gateway beginning with Saudi Arabia, a country experiencing significant economic growth and eager to establish international connections. A series of partnerships between WHITE and prominent local entities will enable partner companies to expand their horizons, strengthening retail distribution in these new markets, which are often inaccessible without an in-depth understanding of the right networks.

To expand into these new territories, WHITE has formed alliances with major distribution groups to create pop-up and flagship stores, enabling direct engagement with the end consumer. Worth mentioning is the partnership with AIMalki Group, a leader in the Middle Eastern market, with whom an exclusive pop-up will be launched in February 2025. This initiative will run until May inside the renowned Westerly department store in Riyadh (Saudi Arabia). A carefully curated selection of brands, chosen among WHITE's regular exhibitors, will participate in this pilot B2C project, the first in a long series of events with a similar DNA planned for 2025.

WHITE's leadership in defining new luxury is strengthened by globally influential groups, such as the main distributors in the GCC, which have identified WHITE as the best partner for scouting brands for their stores. This serves as undeniable proof that the new luxury segment has become the benchmark for a market that seeks to maintain unique products while offering a balanced quality-price ratio.

«Milan is and remains the diamond tip of our business, a shining light that radiates in many directions, and precisely to emphasize this message, we have chosen a diamond as the symbol of the new WHITE campaign. Our selection of brands has always been defined by creativity, quality, production and distribution capacity, and today more than ever, these are the aspects that attract shoppers. Those who love fashion avoid the standardization of large brands and seek exactly what we have always offered at WHITE», explains **Brenda Bellei**, co-founder and CEO of WHITE.

In addition to the opening of pop-ups and flagship stores for its regular clients, M.Seventy also has in plan other international projects which will be realized through collaboration agreements with well-established local organizations. Each mini-event will draw its DNA from the flagship event in Milan, which remains the cornerstone of WHITE's universe.

«In the past, I was hesitant about taking WHITE abroad, but I believe that one of the fundamental aspects of an exhibition event like ours lies in its ability to interpret market needs. Since the post-pandemic period, the scenario has changed: local buyers are traveling less due to budget constraints, while the public is increasingly distancing itself

from the concept of luxury considered as something excessively costly and uninspiring. This is the time to help stores redefine new luxury, a concept that has always been clear to us. It's also the time to give brands the opportunity to connect with buyers where boutiques have space for their products, leveraging synergies with local partners», explains **Massimiliano Bizzi**, President and Founder of WHITE.

The close dialogue with local partners will also help increase the presence of foreign buyers in Milan by identifying brands and products better suited to their target markets, providing an additional incentive to visit the main exhibition event, with its broader and more diverse proposal. To support the incoming of foreign buyers from the best boutiques and concept stores, WHITE has established a series of collaborations with partners in specific markets, including Germany, Switzerland, and Austria (DACH region), Eastern Europe, Japan, Benelux, Spain, and the Middle East/GCC region.

Not to mention the schedule of events related to the world of music, which aligns with WHITE's philosophy of creating cultural initiatives after exhibition hours. In the spirit of democratizing fashion, as part of the VILLAGE project in partnership with NEXT GENERATION, once again there will be entertainment events related to art, fashion, and music open to the city of Milan and to the general public, alongside business-focused moments within the exhibition spaces, creating additional opportunities to engage the final audience.

«Today, a single meeting point is no longer enough for those aiming for global commercialization, and we are aware of how costly and challenging it is to achieve this crucial goal. For brands, entering certain foreign markets through WHITE's showcases also means being able to tell their story directly to the boutiques in those specific areas. The same care in selecting brands and in presenting products, which we put into organizing the Milan events, is the foundation of the selection process for the new WHITE "outside Italy" events», explains **Simona Severini**, General Manager and Partner of WHITE.

«The fashion business needs modern, innovative actions. We are not changing the formula with which, over the past 25 years, we have redefined the concept of tradeshow by bringing art, design, music, and sustainability into it. But we are reshaping it by interpreting the signs of our time», concludes **Massimiliano Bizzi**.

To conclude this series of novelties, during the next edition of WHITE, the teaser for the video celebrating 25 years of fashion and innovation at WHITE Milano will be previewed.

This video is produced by artist Felice Limosani, who since the beginning has captured WHITE's journey, merging fashion and music into a vision that is now more relevant than ever.

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