

WHITE[®]

MILANO

SIGN OF THE TIMES is the title of the new edition of WHITE, the international reference fair for contemporary fashion and research.

The event, sponsored by the Municipality of Milan, will take place in physical form from 23 to 26 September, in the presence of top international buyers who confirm an extraordinary interest in the innovative platform and the quality of the brand mix.

An revolutionized event both in content and image, and made thanks to the support of MAECI and ICE-Agency and the partnership with Confartigianato Imprese.

WHITE is the interpreter of a new course, with a completely renewed set-up and a path full of special content, entertainment, and training.

Objective achieved: 250 exhibitors between established and cutting edge brands. The buyer project, supported by the ICE agency, has also been confirmed, to which 40 selected international buyers adhered.

“We have completely revolutionized our format. A physical event, contingent on Covid regulations which also includes a digital area, meetings. and workshops to make this new WHITE experience unique and with a strong identity. Supported by incisive communication that leads us to count on a large turnout from buyers ”, says Massimiliano Bizzi - Founder of WHITE.

Mauro Galligari - Member of the Steering Committee and Director of Communications of CSM: "The importance of reinforcing the communication between buyers and brands in person is fundamental for the performance of international markets. In a delicate moment like this, in which direct contact with the East must rely on digital support, Camera Showroom has worked to converge all the communication of the sales campaign on Milan, attracting Eastern countries, Russia and the Middle East which, thanks to the safety regulations activated to allow the continuation of commercial activities, have chosen the Italian capital of fashion as the reference point and destination not to be missed for all operators in the sector ”.

HIGHLIGHTS

A preview of the most interesting projects and events aimed at highlighting the recovery of the global fashion system and Milan as the propulsion center of tomorrow's fashion.

WHITE is SAFE

A strong edition in line with the safety standards implemented by the Ministry of Health. The green pass or negative swab will be required. A free COVID test area will be available to visitors.

WHITE has created a "Welcome safety - kit" with an antiviral mask, a disinfectant wipe and a sustainable bag in recycled cotton.

WHITE is CITY-CONNECTED

Center of propulsion and connection of the Fashion System at an international level, it has provided a free shuttle service to simplify the connection channels in the city between buyers, showrooms and the brands present at the fair.

WHITE is CREATIVITY AND CONTENT

Installations, special projects coordinated by the most authoritative personalities of Made In Italy creativity, meetings and talks, organized with the support of an international media partnership.

WHITE is SPECIAL

A special edition in the name of the aesthetic revolution, including events, installations and meetings with industry players, which brings together avant-garde brands and established brands, to meet the needs of all types of buyers.

WHITE is NETWORK

A strategic networking experience is WHITE's added value, thanks to the strong collaboration with The Best Shop (Camera Buyer Italia) and CSM (Camera Showroom Milano).

WHITE is DIGITAL

A Digital Room to communicate in real-time with international markets, and a Shooting Area for the production of materials on the most interesting brands of the Show selected by top WHITE buyers.

SPECIAL PROJECT

7 Italian brands of excellence tell 7 inspirational values for a new start of the fashion system that speaks to the new generations. From an idea of the founder Massimiliano Bizzi and Beppe Angiolini, 7 emotional rooms - set up by Dimorestudio - to tell the 7 identifying values of WHITE, presented in a new key that will be revealed only on the day of the inauguration.

Kiton, Massimo Alba, Aspesi, Incotex, Tagliatore, Finamore and Borsalino, the protagonists of this innovative special project, which looks to the future with a

revolutionary language, interpreting the female universe with the most identifying pieces of the male wardrobe.

SWAROVSKI WANDERLAB

In the year in which it celebrates its 126 years of history, Swarovski looks to the future with a new and ambitious vision positioning itself in accessible luxury, to express an authentic crystal lifestyle.

"Ignite your dreams" is the watchword of the new Swarovski era, set in an imaginary Wonderlab which in the words of Giovanna Engelbert, Creative Director of the Maison, represents a radically inclusive creativity laboratory that invites the world to celebrate its individuality. "Wonderlab is where science and magic meet, eccentricity and elegance intertwine: the feeling of wonder and amazement that we would like to gift to those who enter the new world of Swarovski", explains Engelbert. An innovative vision which, thanks to a "maximalist" approach to color, design, and styling, is manifested in Collections I and II, the first to emerge from the new creative direction. Swarovski will participate in White presenting its new vision and new jewelry collections, in a special area, with contamination of research brands of international relevance. The new Swarovski collections by Giovanna Engelbert explore the essential geometries of the crystal, inspired by the first designs of Daniel Swarovski, to arrive at an absolutely new creative dimension. "At the beginning of my journey, there is the awareness of how eclectic and multifunctional jewelry can be, combined with the desire to give life to objects and an idea of style that women and men can fall in love with, and wear to express freely their individuality and uniqueness", explains the Creative Director.

Collections full of symbolism, celebrating the Austrian heritage and Swarovski excellence in crystal processing, offering a variety of jewels in infinite colors, complex textures and exclusive cut stones, allowing every expression of style: classic, punk, sweet, always surprising.

THE VISIONARY AND PROVOCATIVE TALENT OF VIVIENNE WESTWOOD

A space dedicated to the counter-current designer Vivienne Westwood "room 001" where clothes from the Fall / Winter 2021 collection will be exhibited, free from gender preconceptions, which look to a unisex style.

A BRAND MIX IN THE SIGN OF RESEARCH AND EVOLUTION, for a fashion system that looks to the future. Among the names present at WHITE: Acchitto / Anita Bilardi / Arcadia / Avec Le Vent / Caliban / Caterina Zulian / Chie Mihara / Cotazur / Dadamax / De Siena Shoes / Duarte / Emanuele Maffeis dal 1958 / Es'Givien / Faliero Sarti / Gavazzeni / Gazel / Grevi / PDR Phisique Du Role / Pe De Chumbo / Peech / Poupette St. Barth / Principessa Glam / QMan / Quarzovivo / Radà / Raffaello Bettini / Robert Friedman / Roberto Collina / Roberto Di Stefano / Sandro Vicari / Shaft Jeans / Skin Of Nature / T-Coat / The Extreme Collection /

Unique Unconventional Details / Lavi / Maiorano / Maurizio Massimino / Moa Concept / Mustè Studios / Nanni / Ni-Do / Niù / Yatay / Zen Ethic / Zilla

THE FACE PROJECT

The international magazine THE FACE will be WHITE's official media partner, with a program that includes a workshop on Brand Identity, moderated by Fashion Director Danielle Emerson; a shooting dedicated to 12 selected brands, with the presence of an international influencer.

CONTEMPORARY MAKERS

WHITE confirms its innovative format dedicated to those we like to define evolved craftsmans, with the support of Confartigianato – the main Italian association representing SMEs – showcasing 22 associated niche brands that represent the world of SMEs, and feed the future of the Made In Italy with new energy. The storytelling of the companies involved will be emphasized through a scannable QRcode and a photoshoot delivering digital communication content.

Within both the artisan and start-ups enterprises, **VIA MADE IN ITALY** finds its perfect setting: an innovatve project developed by young startupper entrepreneurs, in collaboration with Bocconi University. A platform able to connect the creativity of young designers with private labels productions that offer employment opportunities and business connection within the international market, through new dynamics setting companies up for success. This project too, is hosted in synergy with White e CSM, and will be represented both physically and on an innovative communication platform.

SUSTAINABLE WHITE

The Portuguese designer with the soul of an illustrator Ana Duarte, who has based her collections on her exclusive graphics and technical yarns such as neoprene, obtained from the recycling of recycled plastics and cottons, is one of the protagonists of this edition of WHITE which has always puts the spotlight on the issue of sustainability. Selected and awarded by C.L.A.S.S. Ecohub “for her ability to combine exquisite storytelling with virtuous story-making” declares Giusy Bettoni - CEO and founder of the international award. Fashion B.E.S.T. (founded in 2009 by Michelangelo Pistoletto and Franca Sozzani), will exhibit a genderless capsule collection, to actively interpret the new generation of inclusive and sustainable fashion. These garments come to life from a single thread obtained from waste elements, but rich in history and meaning, becoming thread again and then again unique pieces to wear, to return thread again in a process of continuous transformation. An ethical and Made In Italy production, carried out with natural dyes, and told on each garment through its QRcode, in a fascinating journey, step by step, up to its final result. So that the conscious consumer can be informed about what he has chosen to buy and wear.

SMITH & ZOON AWARD

The Smith & Zoon Design Challenge launched a sustainable leather concept, selecting five designers with the support of the Arsutoria School. The goal is to create high-end footwear for the fashion industry, with particular attention to the issue of sustainability. The contest, which began in October 2020 and ended last May, saw the creation of 6 styles with leather tanned with the new Zeology system, without the use of artificial colors. Winner Hommy Diaz created his own MAGNUS ALPHA brand.

CASSINA @WHITE GARDEN

WHITE Garden celebrates the return to human contact in an installation curated by the creative genius of Patricia, with her "love bed" Trampoline by Cassina, in which the Archistar interprets the happiness of life in the open air with a strong impact product, inspired by the small trampolines present in the gardens of houses in Greenland. A scenographic and elegant structure, with soft and playful shapes, perfect for welcoming the open-air section of WHITE.

ALTAROMA

WHITE's networking value confirms its strength in the important partnership with Altaroma, aimed at globally consolidating the prestige of Made in Italy in fashion. Eight brands were selected to represent this important Milan-Rome axis. Annagiulia Firenze/Casa Preti/Caterina Moro/CDC Studio/Zerobarracento / Bgbl/Bouncing Bags/My Chalom/Kinda 3d Swimwear

PEECH

Amedeo Piccione presents his Peech SS22 collection in an innovative key, with a setting of great chromatic impact. A mix of impalpable fabrics in which the pleated skirt takes shape as the flagship of the collection.

The protagonist is a triumph of prints evoking the theme of time: the hourglass, the pocket watch or the most modern time machine, in a collection that brings together all generations.

For further information:

Raffaella Imò
Press Office Manager
WHITE
Tel. +39 02 34592785
raffaella.imo@whitepress.it