

## Closing Press Release - White February 2015

*Boom in visitors at White recording nearly 20thousand registrations*

**White February**, the International showcase of contemporary fashion sponsored by the **City of Milan**, closed its fall-winter 2015/16 edition with **19.250 total visitors**, recording an **increase in buyers by 10%**, compared to the February 2014 edition. **Recording an increase by 13% in Italian buyers** and **by 3% in foreigner visitors** from the **Far East** (Japan, China and Korea), but also from **Europe**, with a clear-cut predominance of **German and Swiss buyers**. Significant attendance also for the press, with more than **one-thousand** registered **journalists**.

The three areas dedicated to the exhibition, **Tortona 27**, **Tortona 35**, **Tortona 54**, inaugurated on Saturday 28 February by Milan's City Councilor for Fashion and Design **Cristina Tajani** housed a mature and heterogeneous brand-mix, represented by **485** brands of clothing, accessories, glasses and cosmetics.

Great success for special guests like **Piccione.Piccione**, within the section New Italian Prêt-à-porter at Tortona 27, **DouDou** at Tortona 35, **Naomi Goodsir** at Tortona 54 and **Collection Privée? RTW**, in cooperation with designer **Manuela Arcari**.

White, always caring for communication projects, also staged **WOW - White on web** at Tortona 27 – a studio dedicated to video recording, interviews and photo shooting for a section completely devoted to **Italian Contemporary Designers**, enlivened by the collections by “**Comeforbreakfast**” for clothing, **Coliac by Martina Grasselli** for shoes, **Hapter** for glasses, **Officina De Poggio** for bags. The project, conceived to promote the design excellences through the main web channels and influencers, is the outcome of the cooperation between White and the magazines **Redmilk** and **Lampoon**.

The promotion stand with designers **Anna K**, **Anton Belinskiy**, **Dmdv**, **Ksenia Schnaider** and **Omelya** - five young Ukrainian talents who presented a selection of their latest creation at Tortona 35 – was much appreciated. Always at Tortona 35, huge success was recorded by the sections **White Bijoux** and **White Glasses**, while **White Beauty** brought to Tortona 54 plenty of new-entries in the field of artistic perfumery and select cosmetics.

The **Inside White Award** was held on Sunday the 1<sup>st</sup> March: journalist **Cristina Manfredi** awarded the brand **Jimi Roos**, presenting embroidered bomber jackets made by the homonymous designer and his partner **Cristiano Foderaro**.

**Lancia Ypsilon**, official sponsor and car of White for the second time, took part in the event with the customized fashion city car, featuring studded black leather.

«The great energy conveyed by the Tortona Fashion District with its three White locations » **Massimiliano Bizzi**, founder of the Show, declares «confirmed the success of the last January edition and is of good omen for the future of Milan, which is becoming a major reference in the international fashion system. The strategies in the economic sector implemented by the Government and the favorable euro-dollar exchange rate let us expect more and important results. Which shall be pursued with commitment, planning and with the work of all the organizers of the fashion week ».

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