



White Milano : Call It A Trend Hub, Call It an Incubator, Just Don't Call It a Trade Show

Batakovic, Jade Double-Breasted Coat

Susan Fang, Printed Sheer Tulle Top

Lucille Thièvre, Black Off Shoulder Dress

IBeliv, Tokyo Raffia Tote Bag

During Milan Fashion Week , just as the designer establishment Prada, Gucci and Dolce are taking to the runways, an alternative show is taking place in the European fashion capital. Just don't call it a trade show, for **White Milano** is much more than that, doing precisely what it says on the ticket: showcasing some of the world's most exciting commercially driven emerging talent three times a year.

The enormous trade show – to call it that would massively underestimate its reach, so think of it more as a talent incubator and trend forecaster – runs from February 26 to March 1, with over 300 brands, representing a 10% jump on last February's show, split 54% Italian, 46% international. WHITE has become the show the industry looks to, to see where fashion is heading next, with Milan's city council backing it, further cementing its status as a highly significant event in the city's calendar.

'This [February 2026] edition takes place under the banner of innovation,' says **Massimiliano Bizzi**, president and founder of WHITE. 'It's about fully expressing our vocation for dialogue between research, design, and quality. Through global scouting, we have brought 130 new brands to the show, demonstrating renewed energy.'

The scouting team, led by general manager Simona Severini, has unearthed over one hundred new labels, from Italian accessories to Colombian knitwear and everything in between – all of which enables fashion buyers from all over the world to land in Milan. 'We have worked on a brand mix that represents an authentic balance between tradition, creativity and innovation,' says Severini.

Worth mentioning is the Super Studio, new for February 2026 - a dedicated accessories area with footwear front and centre, signifying the rise and rise of bags and shoes as an entry point for most consumers. Experimental shoe brands such as Morsica sit alongside Camper, Stefano Mugnai, Mexicana and Sperry, while bag brands include Villa Niccolai and hat brand La Stramberia.

The Secret Rooms: Four Brands To Look Out For

The Secret Rooms are back and this season, the experience evolves with brands that balance distinctive DNA with commercial desirability - exactly what international buyers are looking for and we want.

Batakovic

Standouts include Belgrade-based Ivana Batakovic with her label Batakovic Belgrade, which blends modernity with functionality and elegance.

Batakovic, Jade Double-Breasted Coat

www.farfetch.com

Susan Fang



Susan Fang, the Central Saint Martins graduate, returns with her whimsical collection focused on experimental textiles.

Susan Fang, Printed Sheer Tulle Top

www.mytheresa.com

Lucille Thièvre

Lucille Thièvre, a Paris-based brand founded in 2021 serves up 1980s-infused, fashion-forward jersey draping.

Lucille Thièvre, Black Off Shoulder Dress

maimounstore.com

IBeliv

IBeliv, a lifestyle collection of bags and hats made from woven and washed leather as well as raffia, is a brand that sums up the overall ethos of **WHITE Milano**. The sustainable, Madagascar-based fashion brand specialises in high-end, handcraft. Founded by Liva Ramandraibe, who merges French design with Malagasy craft – it's eco friendly, durable and elegant.

IBeliv, Tokyo Raffia Tote Bag

www.farfetch.com

The @whiteshowofficial runs from February 26 - 1 March

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