

# WHITE®

SIGN OF THE TIMES

## Women...Magical Creatures

22.23.24.25 FEBRUARY 2024  
TORTONA FASHION DISTRICT | MILAN

**Now more than ever, Sign of the Times is an imperative motto, and the closing figures confirm it for us, slightly dropping in Italy and increasing abroad by 10%, with great response of the city through initiatives such as White Village, dedicated to B2C customers, which totals the number of WHITE visitors at 18,096. Added to these are more than 6.000 visitors to WHITE Village.**

From Thursday 22 to Sunday 25, the spaces of the Tortona Fashion District welcomed a host of buyers, editors and fashion professionals from all over the world. It was an edition full of events, collaborations and innovation starting with the new layout of the show, which changed mood leaving space for black, touches of pink and mirrored details.

The event had the patronage of the Lombardy Region of the City of Milan. There was no shortage of support from the Ministry of Foreign Affairs and International Cooperation (MAECI), ICE - Agency for the Promotion Abroad and Internationalization of Italian Companies, and the partnership of Confartigianato Imprese. These are established relationships with institutions that support and encourage the development of WHITE. Large influx of press and leading national and international buyers, to name a few from America **Bloomingdale's, Lost & Found, Lissilaa Boutique;** from Austria **Steffl and Boutique Chegini;** from Canada **Holt Renfrew;** from China **Bravosia;** from France **Big Boss, Capsule By Eso, Le Bon Marché, Samaritaine, 24s. Com;** from Germany **Emerson Renaldi, Peek & Cloppenburg;** from Japan **Hankyu, Permanent Modern, Ships;** from Italy **Antonioli, Bernardelli, Biffi, Franz Kraler, Gente, Giglio, Helme', Julian Fashion, La Rinascente, Penelope, Sugar, Tessabit, Tiziana Fausti;** from Kazakhstan **Moskva Dept. Store, Vernissage;** from Korea **Boon The Shop, Leirina, 10 Corso Como;** from Portugal **Stivali;** from Switzerland **Boutique Roma;** from Turkey **Vakko;** from UAE **Le Grey, Ounass.Com;** from Ukraine **Conceptica.**

*"I would like to emphasize how our world has been transformed after the pandemic today and the events that have failed to grasp the change--like most European ones--the market is erasing them. In Italy today for women's fashion, there is no doubt that in Milan WHITE is a benchmark 'trade fair' excellence. The data of attendance and brand participation clearly show this. However, we are only at the beginning of a path that will be long and difficult, made of transformations. Of this we and the institutions, in order to help the sector at such a difficult time, must realize.*



*As far as we are concerned, we are in total evolution and this is demonstrated by all the initiatives we activate, such as the great success of WHITE Village, an important signal of openness to the city, as well as the Expo White project with which we bring to Milan the governments of emerging countries in our sector. Through the (Textile)Times by Expo WHITE project more support will be given to international designers. All our projects see Milan at the center and are functional to the renewal of the show, both in terms of brand mix and image,"* says **Massimiliano Bizzi**, President and Founder WHITE.

WHITE confirmed itself as an event capable of attracting the attention of the fashion scene, a showcase for new talents and a stimulating platform for established brands. About 300 brands (40% international, 60% Italian) previewed their ready-to-wear collections dedicated to the FW24-25 season.



The feedback from the Secret Rooms project was remarkable: Five hidden rooms accessed by crossing as many mirrored corridors that awakened and stimulated the gaze, preparing the visitor to discover the collections that these talented designers proposed: **PROTOTYPE:AM**, **Alberto Ciaschini**, **YANGKEHAN**, **Samanta Virginio**, **MIAORAN**.



The Lounge space exclusively hosted the creative flair of Special Guest **YUME YUME**. The minimally set up area emphasized the focus on garments from “The travel of a single drop” collection, in which originality and pop details such as the heart-shaped heel of the footwear abound.

*“Never as in this edition has the content-container combination been perfectly represented. The content, given by the brand mix of the collections presented, clearly expressed WHITE’s desire to dare, to tell emotions and launch messages. It did so fearlessly, exclusively selecting collections that represent our DNA and leaving out more obvious choices that favor a seemingly more attractive market. The content blended naturally with the container, which in this edition changed guise, favoring a black setting enriched by plays of light and mirrors that shook the visitor’s emotions from the moment they entered the show”, says **Simona Severini**, General Manager of WHITE.*



The Lofts, inside Superstudio Più, were the scene of the presentation of three collections by many established brands. It started with the area dedicated to **Avant Toi**, an explosion of colors and knitwear garments that have made this brand internationally reckoned. GOTI’s space, on the other hand, was reminiscent of an exhibition, a huge black room filled with illuminated display cases, inside which were sartorial jewelry made by the best master craftsmen. With a fuss-free aesthetic, on the other hand, was **Stefano Mortari**’s loft, a sort of showroom in which the collection’s garments stood out thanks to the clean and simple setting.

In the Basement, the more avant-garde collections found their own space. In this bare basement with raw details, women’s clothing made of raw-cut leather by **Vanderwilt** - with its somber mood hinting at the dark avant-garde-married perfectly with the creations of **M1978**, jewelry with imperfect, handcrafted features made with precious metals and hard stones such as diamonds, black spinels and quartz. Closing the Basement space was the **Vuscichè** brand with its brocaded garments, sewn using reclaimed antique fabrics and mixing contemporary style with grunge elements.

WHITE’s team, led by General Manager Simona Severini, selected the most suitable brands to ensure an interesting offer able to meet the taste of the public and the market.

The brand mix presented embraced all segments, from clothing to jewelry, and saw fashion mixed with other arts. For example, the graphic arts represented by **IA London**’s collection, which reproduced Victorian-era lingerie prints on its garments, or **12PM**, which creates its jewelry collections following the plot of a comic book that tells the story of two lovers.



A different graphic vision is that of **House of Florence** and its iconic bags with the metal lip-shaped appliqué, now a hallmark of the brand. **Kasei Archive** is a clear representation of the art-music duality that already shines through in the two founders and is reflected in the collection's garments. Pure glamour for **Radica Studio**, trendy bags offered in intense colors and bold designs. **Çaplait** points to its Pakistani origins to make luxury and no-season footwear that recalls Middle Eastern colors and patterns. A passion passed from father to son is that of **Frantic**, an Italian brand of handmade knitwear made with the world's best baby alpaca and pure virgin wool yarns. Finally always on the world of winter fashion was also presented **UNCOMMON lab** with the line of furs made with special combinations of materials, prints and techniques.



A number of small and medium-sized companies presented new collections or a selection of them inside the Suk area. Here they exhibited to the public in an open-space with uncluttered and minimal visuals. Among the brands: **NOGOON** with its handcrafted knitwear, **Pepa Flaca's** porcelain jewelry, **Spektre Eyewear's** eyewear and many others.

In the staircase facing the Suk, **MiniMe Paris'** special area was set up. This brand produces 100% upcycling accessories, shoes and bags, using fabric remnants of major luxury brands.

An important international partnership was with Kfashion82, a Korean B2B platform run by the world-famous department store **SHINSEGAE**. Six talented designers presented their collections at WHITE: **RYU CLASSIC, JIMINLEE, Liberadd, HANNAH SHIN** and **MAN.G** and **Kimoui**.

Also present was the selection of Spanish designers, from clothing to accessories, who participated at WHITE with the collaboration of ICEX España Exportación and Inversiones. The brands involved were: **Toral, Henry Arroway, Chie Mihara, Flabelus, SURKANA, Yerse, AUGUSTA, The Extreme Collection** and **Anel Rinat**.

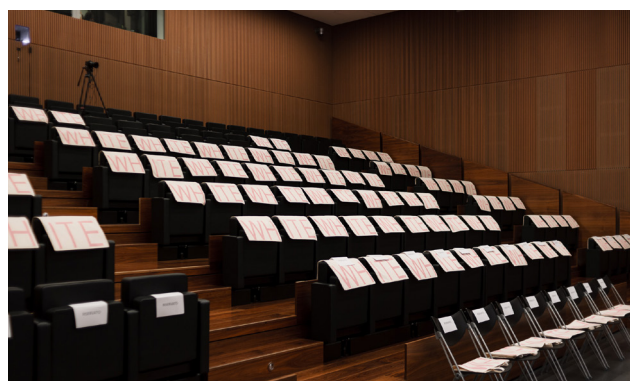
*"We are truly satisfied with the result of the just concluded edition whose attendance numbers once again attest to the solidity of our event, despite the undeniable changes taking place in the sector. White is therefore the international show of reference for SMEs and also for more structured realities, a meeting hub for buyers and press who land there every season from all over the world to select the best proposals from our brand mix",* says **Brenda Bellei**, CEO of M.Seventy-WHITE.

WHITE promoted a project related to sustainability with the collaboration of the United Nations Industrial Development Organization (UNIDO). This was a special photographic exhibition that addressed the global textile waste challenge, designed by students from the CasaModa Academy in Casablanca, Morocco, and developed as part of the SwitchMed program.

The second edition of WHITE Village was a success, with outstanding partners such as **Albini Group, Mesmerize, BioQitchen, MTV ITALIA** and many others. The schedule at the MUDEC auditorium had a great turnout.



On Friday, Feb. 23, a panel went on stage at MUDEC to talk about the evolution of the Expo WHITE project, which was joined with great momentum and concreteness by some of the best Italian textile companies, ready to meet designers from emerging markets, looking for excellent raw materials, expertise and know-how, to develop real business opportunities. Speakers included Daniele Sanzeni, project manager of (Textile)Times by Expo WHITE, Fabio Tamburini, CEO of the Albini Group and co-founder of the project, and Francesco Ferraris, Managing Director Finissaggio and Tintoria Ferraris, who brought their own case histories of business innovation to the stage. Also, Roberta de Palma, Chief Technical Advisor of UNIDO, who talked about the organization's work in some pilot projects, and Dan Donovan of Mesmerize with his talk entitled "Mapping the XR and AI Journey across the Fashion Value Chain."



**BioQitchen**, the catering of the green soul of HQ Food and Beverage Group, managed all the catering part for the fourth consecutive edition of **WHITE**, with its gourmet proposals at Superstudio Più and Visconti Pavilion. Special thanks to **Lungoparma**, protagonist with its Chardonnay, the iconic Oro 99 Spumante Extra Dry, at the inaugural welcome aperitif and to **Driade**, which furnished with style and elegance the lounge area of **WHITE Casa** where all the BioQitchen Masterclasses of this edition were held.

Also among the major initiatives was “Looking Back,” an event created in collaboration with **East Market**, Milan’s first platform dedicated to vintage and open to individuals and professionals, which in four days saw **6,027** visitors flock to the Visconti Pavilion, including **2,002** accredited **WHITE** operators and **4,025** East Market customers.

In addition, on the first day of Milan Fashion Week dedicated to women’s collections, the brand **Pence 1979**, landed with the Pop up, in collaboration with **WHITE**, in the prestigious concept store 10 Corso Como.



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