



## SIGN OF THE TIMES

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### **WHITE moves beyond uncertainty: luxury is now created through research**

*The mass return of the Best Shops compensates for a slight natural decline in operators' presence.*

The September 2024 edition of **WHITE Milano** has just ended. Four intense days, packed with new projects and collaborations, alongside the preview presentation of the Spring/Summer 2025 collections from over **300 brands**. The event, held in conjunction with Milan Fashion Week, was supported by the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, **ICE – Agency for the Promotion Abroad and the Internationalization of Italian Companies**, with the sponsorship of the **Lombardy Region** and the **Municipality of Milan**, and with the partnership of Confartigianato Imprese. All these important and long-standing partnerships facilitated the participation of top international buyers and media from major fashion magazines such as Schön Magazine, WWD, Vogue Italia, Corriere della Sera, The Lissome, L'Officiel Arabia, Le Mile, Elle, and DUST Magazine.

WHITE's commitment to support creativity has been maintained for several seasons through a carefully curated scouting program designed to stimulate the market and encourage boldness in buying strategies. The aim is to engage today's buyers, who are following new purchasing trends, by offering fresh, research-driven brands with innovative creative codes. This selection process – built through dedicated activities and trips to various countries worldwide – emphasizes originality, recognizing the unique identity of each brand and highlighting their production processes, which now more than ever are moving away from mass production to embrace craftsmanship and uniqueness. The goal is to present collections that not only have a high creative value, but also meet the needs of the customer, aligning with the purchasing power of the target audience. WHITE's carefully curated brand mix brings together hard-to-find international labels, making the event a unique opportunity to discover new designers.

In this moment of uncertainty and adjustment in the fashion industry, WHITE has reacted by proposing a solution that fits perfectly with the needs and new standards of the market. The market, in turn, responded enthusiastically, with buyers from over 100 countries attending the event. Many representatives from major Italian boutiques and concept stores were present, such as Antonia, Sugar, Tiziana Fausti, Dantone, Rinascete, Franz Kraler, Spinnaker, Penelope, Bernardelli, Tessabit, Jazz Band, and Antonioli, stores that are globally recognized as reference points. Major international names – to mention a few Le Bon Marché, Printemps, Galeries Lafayette, and 24s.com (France), La Bottega (Belgium), Vakko (Turkey), The Webster (USA), Conceptica (Ukraine and Portugal),

Boutique Roma and Antonioli (Switzerland), Autograph (UK), Sheet-1 (Portugal), Another (Lebanon), and Aquerreta (Spain) – have also attended the show, embracing WHITE's message and intention of offering exclusive products to a selective audience. WHITE has also been recognized as a key reference

event by buying offices and large purchasing groups such as Korea's Shinsegae and Japan's Takashimaya, Isetan Mitsukoshi, Itochu Corporation, Marubeni Fashion Link, Sanki Shoji, Baycrew's Group, and Hankyu.

*"The return to research is the quickest solution to revive consumption in a global market dominated by mass trends at all target levels. Buyers have shown a strong interest in collections offering innovation, personality, and sustainability, even in terms of price range. A positive trend we noticed this season was the return of major Italian retailers, whose showcases are internationally renowned. We began our transformation journey some time ago, and today we are starting to see the first tangible results, reflected in the consistent presence of buyers throughout the event."* said Massimiliano Bizzi, Founder and Creative Director of WHITE.

WHITE's strength, reflected in the carefully selected brand mix, has captured the attention of industry professionals. Starting with the creativity of the **Secret Rooms**, which hosted the Eastern aesthetics of YANGKEHAN, the genderless fashion of MIAORAN, the bold outerwear of PROTOTYPE: AM, the Tibetan folklore told through the creations of YID'PHROGMA, and the upcycling fashion of CAVIA.

A major new feature of WHITE September 2024 was the debut of the first edition of **I'M TALENT SHOWROOM**, a collaboration with the Istituto Marangoni, created to support the entrepreneurial journey of five Alumni from the renowned international fashion school. The designers featured were UNHIDDEN, SANDRA MANSOUR, PRONOUNCE, MARCO VINCI, and ASCEND BEYOND.

WHITE also welcomed the talented winning brands of the **Latin American Fashion Awards**, founded by Constanza Etro and Silvia Argüello. Coming directly from South America were the brands VERDI (Colombia), DESSERTO (Chile), DANIELA VILLEGAS (Mexico), LUAR (Dominican Republic), and KAROLINE VITTO (Brazil).

Within the **WHITE Village** program, Massimiliano Bizzi participated as a speaker in a panel organized by **Deloitte**, as part of the ninth edition of the **Global Fashion & Luxury Private Equity Survey**. He emphasized the importance of the contemporary fashion sector represented by WHITE's brand mix, which is setting the stage for a new definition of luxury.

Throughout all four days of the show, the WHITE Lounge area hosted the presentation of the film **PAPmusic**, which will have its world premiere on September 26, 2024. Written and directed by artist and singer-songwriter **LeiKi**, *PAPmusic* is an animated film inspired by pop music, pop art, and prêt-à-porter fashion.

A special thanks goes to all the partners of this WHITE edition. Special appreciation is extended to **PAP Music** for organizing the exclusive party at Milan's **Plastic** club; to **Renord S.P.A.** for their courtesy services; and to **Carlsberg** Italia, which returned as the beverage sponsor for the second consecutive edition and, during the event, offered its new citrus-flavored **BLANC** beer, alongside **Bocciamatta**, the prosecco known for its bold flavor and elegant bottle design. The event's food sponsor was **Cantina della Vetra**, a historic Milanese restaurant that took visitors on a culinary journey. The furnishings partner was **All'Origine**, which curated the setup of the Garden area and created a showroom space within the Four Rooms.

Finally, a thank you goes to the sponsors who provided gifts for visitors: **aaa/unbranded** offered perfumes and skincare products, **G.Binda** gifted colorful fabric keychains, and **Pepitos Eyewear** provided eyeglass cases.

