



.digital Inside the Creative Pulse of WHITE Milano

written ALBAN E. SMAJLI

During Milan Fashion Week, the city develops a particular rhythm that anyone who has spent time there during those days immediately recognizes. Buyers move between appointments, designers present new collections, editors cross the city from showrooms to presentations, and conversations about fabrics, silhouettes, and ideas stretch late into the evening. In the Tortona district, one of the places where this movement gathers most visibly is WHITE Milano, a trade fair that has gradually become a regular stop in the fashion week calendar, bringing together a wide range of independent labels, designers, and contemporary brands in one shared space.



Viktoria wears a polo shirt by WOC paired with a skirt by MISENITHE

Walking through the halls means encountering very different design approaches within a few steps. Precise tailoring appears next to expressive knitwear, minimal silhouettes meet bold textures, and new labels stand alongside designers who have shaped their language over decades. It is this mix that makes the experience of moving through the fair feel less like a traditional trade environment and more like a condensed snapshot of the current fashion landscape.

Designers including Henrik Vibskov, Camper, Batakovic, Madalina Caminschi, Palo/Santo, Merry! Tielman, Misenithe, Lucille Thievr, Mii Collection, or Annette Görtz appear throughout this story, each representing a different perspective on contemporary design and together reflecting the diversity of ideas, silhouettes, and approaches that surface across the city during those days when Milan briefly turns into one large conversation about fashion.



Viktoria wears a shirt and skirt by MISENITHE



Viktoria wears a jacket by BATAKOVIC with a tank top by MISENITHE



Viktoria wears a coat by BATAKOVIC and tights by CALZEDONIA



Viktoria wears a blazer and pants by LUCILLE THIEVRE with shoes by CAMPER



Viktoria wears a blazer and skirt by MADALINA CAMINSCHI with a shirt by PALO/SANTO, a tie by BATAKOVIC, and a bag by MERRYLL TIELMAN



Viktoria wears a tank top and blouse by GURDONGGURDON



Viktoria wears a total look by ANNETTE GÖRTZ



Viktoria wears a total look by MII COLLECTION

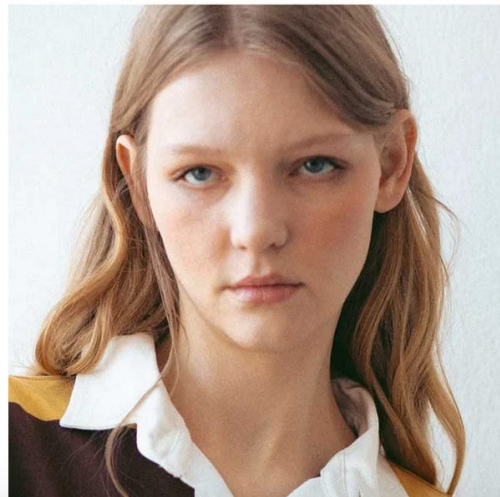


Viktoria wears a dress by HENRIK VIBSKOV with pants by PALO/SANTO

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seen MATTEO D'AGOSTINO
fashion director CHIDOZTE OBASI
head of production JESSICA LOVATO
styled EDWARD PUSCA
model VIKTORIA LULKO via LUV MGMT
make up & hair GIULIA MATARAZZO via STUDIO REPOSSI
fashion assistants MARTINA MANENTI + SEBASTIAN RAFAEL

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