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100 SAUDI FASHION, JEWELLERY & ACCESSORIES DESIGNERS ARE HEADING TO WHITE DURING MILAN FASHION WEEK

In partnership with the Saudi Arabian Ministry of Culture and Fashion Commission and WHITE Milano, 100 designers – including 80 design leaders – will feature at the exhibition in Italy from 22 September to 25 September.

BY @AMAN DHAMI

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One hundred emerging **Saudi** fashion designers will show their latest collections for the first time at an international wholesale exhibition during Milan Fashion Week later this month. The opportunity is thanks to a partnership between the Saudi Arabian Ministry of Culture and Fashion Commission and WHITE Milano.

Showcasing the local talent and heritage of the Kingdom's fashion sector, **Saudi 100 brands** are part of WHITE Milano's ExpoWhite, an innovative project to support new talents and attract international buyers to emerging fashion markets. For the first edition in 2022, ExpoWhite will also be supporting designers from Brazil, the Netherlands, South Africa, and Saudi Arabia.

For this occasion, **WHITE Milano has dedicated a large and prestigious area in the heart of Tortona Fashion District, recognized in the world for Design and Fashion, precisely in Via Tortona 15 (@Magna Pars)**. Innovative and modern displays have been curated by WHITE, and designed in the respect of sustainability.

The **Saudi 100 brands** showcase in Milan will be open from 22 September to 25 September and dedicated to the most talented designers, and 80 of the 100 participants are female designers.

*"The Kingdom of Saudi Arabia has a rich culture shaped by the diversity of its people, traditions, and heritage. Through **Saudi 100 Brands** we will honour artisan tradition, embrace technology, nurture creativity, and inspire the next generation of Saudi designers to share their talents with the world. We would like to express our gratitude to WHITE for creating ExpoWhite, a unique program that builds a bridge between fashion creatives and the international fashion community,"* said **Burak Cakmak**, Chief Executive Officer, Fashion Commission of Saudi Arabia's Ministry of Culture.

"We have been working shoulder-to-shoulder with 100 Saudi design leaders and 200 members of their teams, realising the most critical goals, exploring their talents and remarkable creative capacities. As a result of this continuous work, Saudi 100 Brands community is contributing to the social, political, cultural, and economic development of Saudi Arabia. Partnering with WHITE in Milano, is the beginning of the international business journey that Saudi brands will have in their developmental process," said **Fabian Hirose**, Founder and programme leader of the **Saudi 100 Brands** Programme based in London, UK.

*"We are excited to launch ExpoWhite and profile a new generation of designers and brands from diverse backgrounds on the global fashion stage. **Saudi 100 brands** will celebrate Saudi's local fashion talents and showcase the Kingdom's growing fashion industry to a new audience,"* commented **Brenda Bellei**, Chief Executive Officer of WHITE.

The inspiring **Saudi 100 brands** exhibition will offer new creative energy to the fashion industry. Some of the brands on show will be Adelfes, Almuhausen Jewellery, Atelier Hekayat, Bovenue – By Sadeem, Charmaleena, Dazluq, Dollybrand, Eman Joharjy, Kaf By Kaf, Khawla Al-Aiban, Lillian Ismail, Loomer Jewellery and Lurline.

Buyers at ExpoWhite will be able to scan a unique brand QR code to access a customised profile of the designer, view line sheets, interact with the collections, and buy pieces; all from anywhere in the world. This is thanks to a collaboration with JOOR, the prestigious digital wholesale platform.

WHITE Milano's ExpoWhite will feature eight categories: concept, evening, ready-to-wear, casual, resort, bags, menswear, and jewellery.

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