

WHITE[®]

SIGN OF THE TIMES

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WHITE Milano, sponsored by **Regione Lombardia** and **Comune di Milano**, is preparing to return with a resort format entirely dedicated to midsummer fashion. The **WHITE June** edition – scheduled **from the 15th to the 17th at Superstudio Più**, via Tortona 27 – will be the container where to discover and appraise the novelties of 2025. This edition will feature elegant and refined summer fashion, ranging from prêt-à-porter collections to resort capsules, suitable for several occasions (from a day at the beach to evening cocktails) while preserving the perfect balance between the sophistication of a refined look and the freedom it gives while wearing it.

“The return of the second edition of WHITE this June, following its debut last year, is very positive news and confirms how, for over twenty years, WHITE has been an important showcase for fashion, capable of capturing market trends and attracting tens of thousands of industry professionals to our city, many of whom from abroad. Along with the Fashion Weeks, WHITE

also contributes to enhancing the prestige of Made in Italy and consolidating Milan as undisputed international fashion capital” says Alessia Cappello, Councillor for Economic Development and Labor Policies of the Municipality of Milan.

Around 100 brands from all over the world will take part in the event, recognizing WHITE as one of the most established and consolidated showcases in the industry. The collections selected for this edition, spanning from apparel to accessories, address the growing market demand for a versatile **summer wardrobe** that can be adapted for different occasions, easily matchable, yet always stylish and of high quality. Hence, the **brand mix is varied** and satisfies a wide range of tastes, all with the same desire of fully embracing summer, without being limited to just beach activities.

“We are always very attentive to the market evolutions within our sector. Today, the Resort world represents a great business opportunity for our companies. Some of the most important Resorts worldwide, both existing and upcoming, especially those in the Middle East, are increasingly seeking innovative research brands. For this reason, we remain committed and continue to invest in this initiative”, says Massimiliano Bizzi, President and Founder of WHITE.

“WHITE RESORT took part in the first edition of the Red Sea Fashion Week held in Saudi Arabia in the beautiful location of the St. Regis Resort, presenting a selection of Made in Italy brands that have achieved important successes in terms of communication and potential for business development. There are many accommodation facilities featuring exquisite boutiques throughout the Saudi area that will soon open their doors, so it is our intention to fully integrate our WHITE RESORT format with the opportunities that this area can offer” says Brenda Bellei, CEO of M.Seventy.

For this edition, the Special Area will host the Colombian brand Agua by Agua Bendita. The exotic charm of Latin America enclosed in this resort and beachwear collection, will be the protagonist of an exclusive and personalized space, that fully reflects its identity. Agua by Agua Bendita will showcase “Aurora”, a charming Resort 2025 collection, that recalls the beauty of the rich and varied nature of Colombia. Dresses with gentle pastel shades are enriched with luxurious fabrics, refined embroideries and 3D butterflies. The brand's iconic silhouettes are reimagined to harmoniously embrace the holiday style, while the fresh pareos are thought to be matched with swimwear and beach robes, offering an effortless transition from day to evening.



One of WHITE's key strengths is maintaining a meticulously curated brand mix. The scouting phase is an ongoing process. Hundreds of applications are analyzed, alongside months of research and numerous travels to discover new fashion talents and projects that stand out for their creativity. After the commercial team completes the scouting process, the result is a brand list consistently featuring an exciting and interesting array of brands.

"There is a strong desire to dedicate some quality time to oneself and to make the best use of the few moments of freedom we have in today's hectic life. Whether it's a weekend at the beach or a short escape to a spa surrounded by the green, the need is to pack comfortable, layerable clothes made from wrinkle-free fabrics that are easily matchable to optimize the limited space in a suitcase, suitable for any occasion, able to create refined looks for brunch with friends or evening cocktails. The idea of WHITE June is to present a transversal wardrobe, offering 'no season' solutions where typical summer materials, designs, and colors blend harmoniously into year-round clothing. The concept of summer wear for WHITE - which has always had a tight bond with prêt-à-porter, - isn't limited to the element of water. To us, summer and resort fashion represents a way of life and a style that transcends traditional seasonal boundaries, It reflects a growing trend towards a more conscious way of dressing" states Simona Severini, General Manager of WHITE.

Precious collaborators for the realization of WHITE June are Denise Togni and Lucia Missoni, owners of **Studio360 Showroom** in Milan. Their well-established showroom represents several international designers, with a focus on **midsummer fashion**. Thanks to their professionalism and experience, they have contributed to the organization of the event, working in synergy with WHITE.



CANSUXI



KANZU

The **cooperation between the two teams** has led to the selection of interesting array of brands, diverse in style and type of product, with a vision of summer and resort fashion that reflects current needs.

CANSUXI invites you to embrace freedom, detaching from time, seasons or specific occasions, offering pieces for a lasting and sustainable luxury wardrobe. For **Sruti Dalmia**, designing clothes is an unstoppable vocation, leading her to develop a unique aesthetic rooted in cosmopolitan style and traditional Indian craftsmanship. Lively prints, extra light textures and feminine silhouettes are the main features of **Yola Neme**, a brand evoking the tropical beauty of Ecuadorian landscapes in each creation. **Tallulah Resortwear's** sustainable luxury is an ode to relaxed glamour, with soft silhouettes, carefully crafted details, and artisanal materials, designed to maintain modernity over time. Blending the lines between loungewear and outerwear, luxury and sustainability, niLuu's design pays homage to Turkey's rich aesthetic culture. Moving to Greece, **KANZU** combines the needlework traditions of Sciro's island with natural materials and Soufli silk, creating collections with clean geometric lines. **Adriana Degreas** merges cool-chic Brazilian style with innovative and cutting-edge design. WHITE has fostered a productive and enduring partnership with Faliero Sarti, a historical brand born in the heart of Tuscany and evolved into a symbol of fine yarns and premium fabrics. Led by Monica Sarti, now in its third generation, the brand stands out for its exceptionally lightweight and luxurious soft scarves and foulards. The designer, reinvents a simple scarf, infusing it with rich narratives, playing with fabric textures, color gradients, and employing eco-friendly treatments, emphasizing sustainability.

At WHITE June, **Faliero Sarti** will premiere their upcoming resort-inspired collection, featuring exquisite caftans, summer shirts, and elegant pareos crafted from the brand's signature fabrics.

There will also be plenty of proposals in the bags, footwear, and accessories segment. Worth discovering are the exquisite jewels from **Coppola and Toppo**, a renowned and historical maison specializing in bijoux (as well as bags, belts, and scarves). For decades, they've adorned some of the top designers with creations crafted from typical Italian materials such as Venetian glass pearls or Torre del Greco coral. Currently experiencing a period of revival, the brand is returning to the spotlight with jewelry that can be considered true collector's pieces. **Meraki Heritage**, a Colombian brand specialized in eco-sustainable hats handcrafted from palm leaves using traditional techniques passed down through generations, will be presenting its collection as well. IKI BEADS is a body jewelry brand - Made in Rio - born from the passion of two sisters. The essence of IKI BEADS is to express the diverse facets of personality, making each of their creations a tool that encourages the exploration of different styles. Also noteworthy is **Vipera The Label**, with its collection of bags featuring sleek lines, elegance, and versatility. The bags are crafted using a special leather weaving technique that creates a pattern with a timeless appeal and are produced in limited quantities, making each creation an exclusive item to have in one's wardrobe.

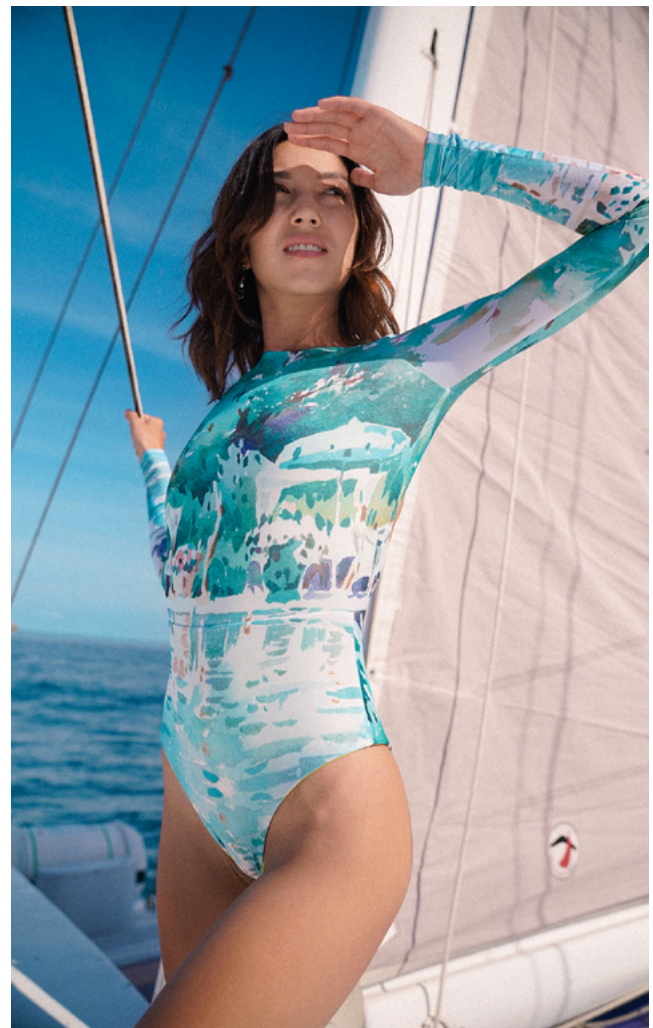


FALIERO SARTI

VIPERA THE LABEL



physique. On the men's side, **Angry Child** offers highly original proposals, exploring unusual materials and shapes, from ivory hues reminiscent of 1930s men's underwear to newspaper prints reflecting our information-saturated world, to striped patterns evoking the retro charm of vintage armchairs in 1970s Californian motels.



BUKAWASWIM

This edition will once again feature the **Suk**. This exclusive large open-space, where small stands are set up as corners, will showcase collections from small-scale brands, mono-product brands, and emerging designers known for their distinct character. Among the brands featured in the Suk area will be **APAYA**, offering colorful bags made from natural fibers and fabrics sourced from the Andean region in Latin America, and **d'akire**, presenting crochet sandals that are 100% Made in Italy. For beach days, ready to be explored are the beachwear collections **BukawaSwim**, an ecological, ethical, and sustainable brand paying homage to the French Riviera, alongside **Alessi Swim**, an Indonesian brand, that pays tribute to the Italian elegance of its founder, creating body-positive swimsuits that accentuate and flatter every

TONYWACK



fashions noisemaker **WHO DECIDES WAR**, the clash of upcycled denim with tailoring result in a new, unparalleled approach to high-end fashion. From the streets of L.A. to the luxury boulevards of Paris, **B1ARCHIVE BY BEN TAVERNITI**, is the thrive for an urban uniform. Solid and sophisticated, its garments made to last a lifetime.

Stemming from London's infamous jeweler district, **HATTON LABS** provides a bold and colorful take on classic jewelry through Italian product-sourcing and craftsmanship.



B1ARCHIVE BY BEN TAVERNITI

WHITE June will also feature **two exclusive showroom spaces**: VICTOR SHOWROOM and SUMMER GAMES™.

VICTOR SHOWROOM is one of the most renowned international showrooms on the current fashion scene, famous for representing talented designers of the new generation, many of whom are already appreciated on the international market. The brands **DUNST** and **TONYWACK** will display their men's and women's collections, respectively recognized for their style that reinvents streetwear and classic casual wear. The featured women's collections will see **THELOOM**'s timeless elegance, **SANDBEIGE**'s minimal luxury, and **EPINGLER**'s oriental beauty. The menswear will be represented by the contemporary, limited collection of **LE17SEPTEMBRE** and by **AFTER PRAY**, the brand that introduced the balmacaan outwear trend in South Korea. For the accessories segment, the protagonists will be: the new luxury bags by **JOY GRYSON**, the retro silhouettes of **MARGESHERWOOD**'s creations, and finally **OSOI** with its conceptual shoes and bags that wink at architecture."

Hosted in the Lounge space, **SUMMER GAMES™** exhibits a portfolio of boundary pushing brands with a cultural variety of backgrounds. Its brands assortment is not for the ordinary, but for an end consumer that has an unmistakable passion for qualitative material and refined silhouette. Kicking off with

With a nostalgia for the music world's greatest, **MIDNIGHT RODEO** embodies Western Americana versus the glamorous night life of NYC. Hailing from L.A., the mother-daughter duo **SHAY** wishes to celebrate the diverse facets of two generations. Harmonizing timeless elegance with contemporary and modern designs, opting for precious diamonds and gemstones beside the luxury of 18-karat gold. Completing the showroom with the first season for its in-house brand, **SUMMER GAMES** adds a vibrant range of luxury sportswear to the mix. Carefully selected fabrics, embedded with the sentiment of an endless summer, adding some friendly competition to its genre.

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