



#whiteshow #signofthetimes #upsidedown #circlethevalue

## WHITE CLOSES THE EDITION IN FEBRUARY WITH 18,850 VISITORS

+ 24% of buyers vs September 2021  
 18,000 sqm of exhibition space, 330 brands  
 2 new formats

International community-driven brands are the protagonists at Mudec.  
 At Padiglione Visconti, the creative and productive chain of sustainable fashion opens its doors to professionals, citizens, consumers and eco-geeks.

+ 45% attendance thanks to the launch of the format WSM | White Sustainable Milano on sustainability and technology. The edition “upsidedown” renews the schemes of fashion week.

The edition of **WHITE | Sign Of The Times February 2022** marked an important change in the strategy and communication of the Show. To an increasingly attentive and selected research of brands able to represent upcoming trends, WHITE adds location and innovative content to its format. Talks, workshops and training moments have implemented the attractiveness of the eristic platform, more and more multimedia, thanks to the involvement of major players in the industry, opinion leaders and international trend-setters.

The event, for the first time, hosted **WSM - White Sustainable Milano**, the Fashion Tech project entirely dedicated to sustainable production and new technologies to support the ecological and technological transition of SMEs.

The event, under the artistic direction of Massimiliano Bizzi, was realized thanks to the support of **MAECI and ICE Agency, in partnership with Confartigianato Imprese**, with the contribution of **Regione Lombardia and the patronage of the Municipality**.

“It’s time to carefully look at the new objectives whose goal is the decarbonization, supporting local companies involved in the supply chain. I am proud to be Italian and to be able to give my contribution in such an important moment for this Country, which is the second in Europe for manufacturing and the first in fashion. It is a priority to support companies in the industry that are constantly working to find new technologies to reduce emissions. The objective of this Ministry is to build a shared path with companies, to support them, but above all accompany them in this important process of responsible innovation,” said the Undersecretary of State of the Ministry of Ecological Transition Vannia Gava on a visit to WHITE and WSM, protagonist of the talk “Milano capitale della moda. The challenges of the ecological transition”

**An enhanced networking action with the foreign market that has registered the presence of qualified and relevant international buyers, even from non-European countries with names like Harvey**



**Nichols Dubai, Bergdorf Goodman NY Neiman Marcus Dallas, Buying office di Joyce e Lane Crawford Hong Kong e China, The Webster Miami-NY, Murkudis Berlino, Voo Store Berlino, Ounass.com Dubai, Saks Fifth Avenue Dubai, Matches Fashion Londra, Illum Copenhagen, Tom Greyhound Parigi e Corea, Pompeu Malaga, Antonia Lage Portogallo, Jacques Loup Cannes just to name a few.**

“Fashion is one of the greatest expressions of typically Italian beauty, because it tells and represents that immense heritage kept in the hands of companies - even small ones - which, with their know-how, have made our Country so great in people’s eyes around the world.

I will never get tired of repeating it: fashion is culture. Reason why institutions at all levels must give the sector even more attention and support, so that the strong potential expressed by its excellence along the entire supply chain gets included a system and the sector can function as a springboard for the Country’s economy. In the past few

months, a number of measures have been put in place to help the sector and there are important tools on the table to continue in this direction". This was stated by the Undersecretary of State for Culture Lucia Borgonzoni, speaking remotely at the talk "International, sustainable, attractive. Fashion, events and the future of Italian excellence" organized for the 2022 edition of WSM - "White Sustainable Milano" as part of Milan Fashion Week.

"This result is important. It shows once again that planning and working side by side are keys to success even in such a particular historical moment. We are proceeding consistently with respect to our plans for the development and evolution of the vision of Fashion Week, which we have long conceived as a unique Fashion Expo in the international system. We are in constant dialogue with the institutions and the major players in the city and in the fashion industry to ensure that the intuition of Sign of the Times is transformed into a pragmatic and innovative reality. I hope that today Milan realizes the importance of the game it is playing, grasps the strategic opportunity in comparison with other fashion capitals, first and foremost Paris, and continues on this path". Comments **Massimiliano Bizzi, founder of WHITE.**



The first edition in terms of vision and languages aligned with the needs of digital natives, takes shape in a path shared with companies and aimed at a concrete ecological transition. An event characterized by a significative planning, fed and supported by three transversal partnerships that have recognized themselves in the objective of communicating a value system aimed at sustainability and circular economy: BMW Sustainable Mobility Partner, Scalapay Innovative FinTech Partner and Brandart Sustainable Packaging Partner. Several events and installations in the exclusive locations of Mudec - Museo delle Culture, House of BMW and in the area dedicated to WHITE Casa have fueled this edition of WHITE as an interdisciplinary platform where the creativity of emerging talents, established brands and strategic partners, have merged in a common celebration of arts and fashion with international partners such as London Showroom, 032c, NSS Magazine, Spain Fashion Designer.

A creative project with great visual impact the one presented in the Circle Room, the expo-installation designed in partnership with the Berlin magazine 032c and Dimorestudio that has interpreted the spirit of our time and the evolution of costume, through a selection of cutting edge and hermetic brands that have presented their FW22-23 collections: **Acne Studios / SR STUDIO LA. CA. / LeCavalier / Entire Studios / 44 LabelGroup / Kasia Kucharska / Phipps International. In the Luxury Lounge the best of Californian denim (BOYISH, RE/DONE, PAIGE, FRAME, L'AGENCE and MOTHER).**

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**At MUDEC, Museo Delle Culture, Beyond the Norm** was staged: an interdisciplinary platform showcasing emerging talents and established brands. **(Kidsuper Studios, (Di)Vision, Taakk, Hatton Labs, SweetLimeJuice, Formy Studio, Polite Worldwide, Greight e The Uff Studio)**



**WHITE Cube** hosted the first expo dedicated to contemporary footwear with a strong connotation of design that for the first time enters into communication with the unique value of the collectible heirloom, heritage of the Museo Internazionale della Calzatura Pietro Bertolini in Vigevano.

**The Saddler, Sebastian Milano, Coliac by Martina Grasselli, Thomas Neuman, Kallisté, Ajoy Sahu, Dubie, Reike Nen, Havva, Katrine Hanna, Gray Matters, Souliers Martinez** are the top brands selected for this exclusive project.

WSM - White Sustainable Milano presented "Unveiling the Fashion Backstage", the docu-event with a multisensorial narrative created by White in collaboration with Giusy Bettoni, Founder and CEO of C.L.A.S.S. eco-hub and Marco Poli, CEO of The Style Lift. The protagonists were the interpreters of the industry behind the scenes, whose role is often taken for granted but is more than essential to achieve new quality standards throughout the life cycle of the product. The first virtual immersive experience within an international expo becomes the interpreter of the next generation language with "**NSS Meta**". The augmented reality project created in collaboration with NSS Magazine that reflects the changing needs and values of consumers and the place where designers and fashion houses can act on multiple dimensions - virtual and physical - not only to adapt to changing times, but to be an integral part of the change.

Important presence of the names representing the worlds of culture and sustainable innovation. Stefano Rosso, Ceo and founder of D-CAVE and Ceo BVX; Alessia Cappello, Councillor for Economic Development Labour Policies; Omar Schillaci, Deputy Director Sky TG 24; Massimiliano Finnazer Flory, Playwright, actor and director; Enrico Pazzali, President of Fondazione Fiera Milano; Gloria Zavatta, Director of Sustainability & Legacy Fondazione Milano Cortina 2026; Kate Lauterbach, Program Manager Google; Simone Marchetti, Vanity Fair European Editor in Chief; Giuseppe Fiorello, actor and director; Federico Ferrazza, Director Wired; Emiliano Audisio, Director Special Projects Wired; Andrea Batilla, Journalist, writer and fashion historian; Luca Travaglini, President and Co-Ceo Planet Farms.

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