



**Tortona 15**  
Magna Pars

**Tortona 27**  
Superstudio Più

**Tortona 31**  
Archiproducts

**Tortona 54**  
Base Milano Ex Ansaldo

**Tortona 58**  
Padiglione Visconti

#whiteshow #signofthetimes

## **“AN EYE ON THE FUTURE”**

### **WHITE’s September edition has registered a 23% overall increase in visitors as compared to 2021**

**A new path marked by internationality and aesthetic evolution** has led to a both qualitative and quantitative upturn in terms of top buyers turnout from across the globe: + 18% international buyers as compared to the September 2021 data.

Among the most momentous presences, the top buyers from the world’s chief department stores and retail groups, with the likes of Al Tayer UAE, Bergdorf Goodman New York, Harvey Nichols Kuwait, Bloomingdale’s New York, Galeries Lafayette Doha, Ounass.com, Beymen Turkey, MatchesFashion.com, David Jones Australia, CNTRBND Canada, The Collective India, Hudson’s Bay Canada, Apropos Koeln, Opener Korea, Vertice London, The Library UK, The Edit Dubai, Aishti Lebanon, Margreeth Olsthoorn Rotterdam, Level Shoes Dubai, Tom Greyhound Paris, Illum Copenhagen, Smets Belgium, Retro Norway, Joyce Hong Kong, Lane Crawford Hong Kong, Ouimillie Boston, Viva Boutique Ghana, The Webster Miami, LN- CC London, Eng Concept Store China.

**A selection of 400 brands / 19.850 sq.m / 5 locations / 65 special projects and events, which have involved and engaged 16.000 visitors.**

**Dreaming Eli by Elisa - Marshall Columbia - Didu - Windowseen - Maktoub - Who Decides War - Polite - Teddy Von Ranson - Darkai - Simon Cracker and Kidsuper, Emerging Designer of the Year for the Council of Fashion Designers of America, SWAROVSKY and Pierre Mantoux with the capsule by Carine Roitfeld**, are just a few of the brands that have turned this edition into a key success for the industry, as confirmed not only by the quality of the partakers, but also by the social media response: +300% interactions on Instagram, which reached **38.786 during the trade show, for a total of 110 thousand impressions.**

**EXPOWHITE has opened its doors to a novel fashion geography.**

The brand-new format, under the aegis of the **Ministry for Culture**, spreads across the five locations of the Show, bringing designers and brands from unconventional countries as far as the fashion geography has been conceived so far.

The best creative talents from Saudi Arabia, the Netherlands, Brazil and South Africa have indeed been presented through a fresh narrative inspired by culture and business. The Saudi100Brands project, for instance, has showcased a selection of designers

from the Saudi Fashion Commission, out of which 85% are female. Entrepreneurs and creatives have merged their distinct craftsmanship heritage with contemporary flair and design for a creative proposal with marked international appeal. An extraordinary opportunity for cultures and supply chains hailing from different parts of the globe to gather for a long-run project, which has seen not only the creative talents, but also the manufacturing companies generate new opportunities for development and collaboration.

**White Sustainable Milano** under the aegis of the **Ministry for Ecological Transition**, recounts the fashion supply chain and its transition towards sustainability and technological innovation with unprecedented focus on the digitalization of the fashion retail, all this with a parterre of exceptional guests, like Javier Goyeneche creator of the phenomenon Ecoalf. **The Circular Stage** has once again been the platform for a rich programme of talks and workshops, discussion panels, as well as essential educational and informative sessions. The international protagonists of the technological and digital transition discussed topical themes, such as digital passport, green washing, innovative materials and technologies, regenerative agriculture and the new frontiers of retail.

The format was developed in synergy with **Giusy Bettoni, founder and CEO of C.L.A.S.S. Ecohub** strategic partner of the event, while **Cittàdellarte - Fondazione Pistoletto** was reconfirmed sustainable partner of the initiative.

A wealth of special areas: at Archiproducts **WHO DECIDES WAR**, the brand by **Everard Best, AKA Ev Bravado and Téla D'Amore**, who have transformed the shapes and use of denim by imbuing it with unconventional creativity. **Pet Liger**, the native web3 fashion house founded by Creative Director Constantinos Panayiotou, has chosen WHITE for his first generative art show - set up in collaboration with computational architect Pico Velasquez, aka VIIRA, and sound designer and producer AKITO - which, in collaboration with SuperRare, was part of an NFT auction open to the public.

A mirror room, specially designed for WHITE's campaign "**An Eye On The Future**", has merged the communication power of the CGI language with the traditional one: an immersive experience aiming to shed a spotlight on the absolute value of the beauty of animals.

**A strategic evolution for WHITE, which is preparing to export its format overseas.**

*"This edition goes to show that the new path taken by WHITE is bearing fruit. A great deal indeed, beyond the expectations of a sector that, despite being put to the test by recent events, is proving to be able to react with fortitude. White represents a clear response to the needs of the brands and of the buyers, which keep on boosting the constantly evolving fashion industry. The quality of the brand mix and of the creative talents, the power of the innovative contents, and of the exceptional formats have turned out to be successful and capable of attracting the best buyers and insiders. Our vision leads to ongoing growth."*

So **Massimiliano Bizzi, founder of WHITE.**

The show, under the artistic direction of Massimiliano Bizzi and Beppe Angiolini (founder of Sugar), has been made possible also thanks to the backing of **MAECI and ICE Agenzia, in partnership with Confartigianato Imprese**, as well as the contribution of **Regione Lombardia** and the aegis of the **Municipality of Milan.**

Again in synergy with White and its contents, the partners **Scalapay Innovative FinTech Partner and BMW Sustainable Mobility Partner** have chosen the trade show to communicate a value system aiming to sustainability, digitalization and circularity.

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