

White Sign of The Times

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White recalls 18,000 visitors while betting to transform itself

by Maria Cristina Pavarini – February 28, 2024

White Sign of The Times, the Milan show dedicated to contemporary women's fashion closed its last edition held in Milan's Zona Tortona from February 22 to 25 reaching positive results.

The event recorded more than 18,000 visitors marking a slight decrease of insiders from Italy and +10% from abroad, while White Village, the series of initiatives that took place after show hours were attended by 6,000 visitors.

White hosted about 300 brands, of which 40% international and 60% Italian ones, who presented their f/w 2024/2025 ready-to-wear collections.

Major buyers from both abroad and Italy attended. Among them there were Bloomingdale's, Lost & Found, Lissilaa Boutique from The US; Steffi and Chagini Boutique from Austria; Holt Renfrew from Canada; Bravosia from China; Big Boss, Capsule By Eso, Le Bon Marche, Samaritaine, 24s.Com from France; Emerson Renaldi, Peek & Cloppenburg from Germany; and Hankyu, Permanent Moderns, Ships from Japan.

From Italy there were Antonioli, Biffi, Franz Kraler, Giglio, La Rinascente, Penelope, Sugar, Tessabit and Tiziana Fausti, as well as many others from the rest of the world.

"We are only at the beginning of a path that will be long and difficult, made up of transformations. We and the institutions need to take serious awareness of the situation, to help the sector at such a difficult time," commented Massimiliano Bizzi, president and founder, White.

"We are also in total evolution and this is demonstrated by all the initiatives recently activated: from the White Village, a signal of openness to the city, to the Expo White project aimed at presenting the countries until now recognized only for the development of the retail segment. Also, through the (Textile) Times by Expo White project more support will be given to international designers," Bizzi added.

The Secret Rooms project hosted talented designers such as Prototype:AM, Alberto Ciaschini, Yangkehan, Samanta Virginio and Miaoran.

The Loft areas, inside Superstudio Più, presented three collections by established brands such as Avant Toi, a high-craftsmanship knitwear brand; Goti, which presented sartorial jewelry made by the best master craftsmen; and Stefano Mortari, who recreated a showroom in which the collection's garments stood out thanks to the clean and simple setting.

In the Basement, more avant-garde collections found their own space, such as dark womenswear made of raw-cut leather by Vanderwilt, M1978, jewelry with imperfect, handcrafted features, and Vuscichè with its brocade garments, sewn using reclaimed antique fabrics and mixing contemporary style with grunge elements.

A special area was dedicated to MiniMe Paris, a brand that produces 100% upcycling accessories, shoes and bags using fabric remnants from major luxury brands.

A selection of Spanish designers experienced in the making of clothing and accessories participated in White. They include Toral, Henry Arroway, Chie Mihara, Flabelus, Surkana, Yerse, Augusta, The Extreme Collection and Anel Rinat.

On Friday, Feb. 23, a panel on the Expo White project took place at Mudec, in which a number of Italian textile companies joined, ready to meet designers from emerging markets, looking for excellent raw materials, expertise and know-how, to develop real business opportunities.

Speakers included Daniele Sanzeni, project manager of (Textile)Times by Expo White, Fabio Tamburini, CEO, Albini Group and co-founder of the project, and Francesco Ferraris, Managing Director Finissaggio and Tintoria Ferraris, who brought their own case histories of business innovation to the stage.

Notable initiatives also included "Looking Back" an event created in collaboration with East Market, Milan's first platform dedicated to vintage and open to individuals and professionals, which in four days saw 6,027 visitors flock to the Visconti Pavilion.

In addition, on the first day of Milan Fashion Week dedicated to women's collections, the brand Pence 1979, landed with a pop-up, in collaboration with White, in the prestigious concept store 10 Corso Como.

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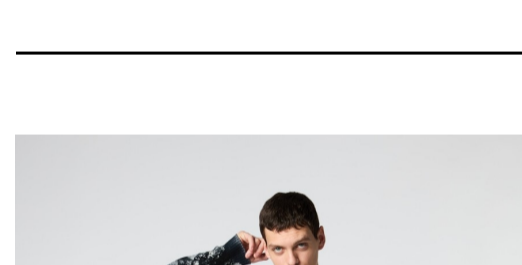
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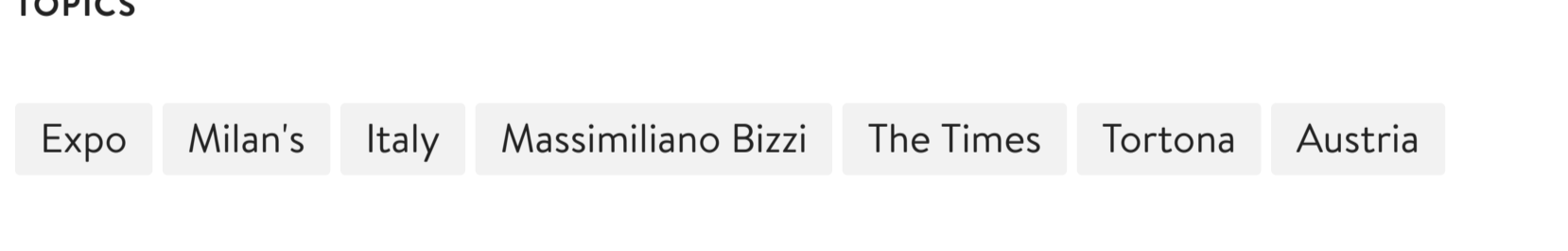
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