



WHITE[®]
MILANO

WHITE RESORT e INSIDE WHITE TORNANO A WHITE SETTEMBRE 2025

Among the highlights of this edition, **WHITE Resort** and **Inside White** will take place respectively in the Daylight space inside **Superstudio, Via Tortona 27**, and at **BASE Milano, Via Tortona 54**.

Following the success of the June edition, the event's commercial team has decided to dedicate an exclusive area to brands specializing in resort and leisure fashion. A glamorous and sophisticated showcase, designed for a transversal, no-season wardrobe, perfect for the holiday lifestyle of the world's most prestigious resorts. Among the participating brands, to name a few: **OURDVE** and **La Stramberia**, which blends craftsmanship, creativity, and Tuscan tradition. Its hats, inspired by the world of art, are produced in a local workshop using natural, high-quality materials—yarns, felts, straws, and traceable European fabrics—combining classic shapes with contemporary solutions.

Sita Murt transforms knitwear into a boundless universe: extraordinary, innovative, and capable of transcending the conventional realm of fashion. Its collections arise from the fusion of traditional knitting techniques with the most advanced technologies, creating unique, special, high-quality garments.

Apaya, founded in Colombia, offers accessories that give a modern twist to traditional products of native communities. The sisters behind the brand collaborate with local artisans to design and create sustainable accessories using natural fibers and fabrics from the Andean region of Latin America.

Rien Studio is a young Italian artisanal reality that has chosen to focus on a single product and perfect it: a unique shoe that combines the practicality of a slipper with the refinement of a design piece. A simple yet revolutionary idea inspired by real life, where comfort and style coexist.

Lucas Jack proposes refined jewelry, each piece individually handmade with premium resin sourced from Switzerland and finished with 18k gold plating, 100% recycled and never mined. Founded in 2005, the brand stands out for its bold elegance, impeccable finishes, and vibrant color palette.

For more information:

Raffaella Imò

Press Office Manager WHITE

Tel. +39 02 34592785 - raffaella.imo@whitepress.it

At **BASE Milano**, in **Via Tortona 54**, the **INSIDE** area comes to life: an iconic exhibition space dedicated to apparel and accessory brands with strong identities, creating a dialogue between established labels and emerging designers. The area—conceived as an open-plan space with an essential, scenographic design—is defined by iron elements and minimalist architecture, enhancing the showcased content and highlighting the uniqueness of each brand, while offering visitors an immersive, seamless, and engaging experience.



Among the participating brands: **Ma Petite Plage**, **Ilio Smeraldo**, **Coopettebros**, a Los Angeles ready-to-wear brand founded in 2022 that creates unique pieces in handcrafted Japanese cottons and linens, combining conceptual aesthetics with rare and extraordinary fabrics. **Spektre Eyewear**, a Milan-based sunglasses brand founded in 2009, blends street style and Made in Italy elegance, becoming an icon worn by celebrities and available in the world's most exclusive boutiques. **Shuia Shuia** is a brand that reflects a sustainable fashion story rooted in the designer's values, her love for Morocco and Spain, her passion for craftsmanship, exclusivity, audacity, and commitment to the environment. It was after a trip that she decided to bring Morocco's ancestral artistry to Spain, beginning with the distribution of handmade traditional rugs. This success led her to create slippers from recycled rugs, producing unique, 100% sustainable pieces.

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