

WHITE Show presents 'The Instinct Factor', a new chapter in the communication path started a few editions ago and that goes on proposing new insights and themes related to the contemporary human being. Instinct is at the centre of the next content show scheduled during Milan Fashion Week from **Friday 22 to Monday 25 September 2023**, again in the spaces of the Tortona Fashion District, already a home for WHITE. Numerous prêt-à-porter fashion brands will present their **S/S24** collections.



Sanctamuerte brand represents the end of conventionality in favour of individual rebirth. A new beginning represented by the use of natural colours, intangible nuances and shades that originate from the earth. The absence of colours is contrasted with modern lines and tailored cuts that enhance the Made in Italy production and retro avant-garde style. Sanctamuerte dares to scout into the past of different cultures, unifying them under a single stylistic imprint.



The **Priveh** collection has a strong identity. Unique finishes are combined with sustainable materials and natural dyes that give the collections character. The designs made from untreated fabrics (cotton, voile, crepe, linen) are combined with very soft knitwear. All materials are eco. Made in Italy creations that can be effortlessly combined, layered and mixed without being limited to seasonality.



To design her clothing line, **Jaga Buyan** is inspired by Mongolia, her homeland where she frequently returns in search of new inspiration. Each dress, sweater and trouser designed is the perfect companion for a style that is essential but dedicated to the pursuit of beauty, to enhancing the sensuality of each body and to the versatility that each garment possesses, making the possible combinations endless. A wardrobe in which garments are handcrafted and made from the highest quality materials. Dedication to research and design have contributed to the aesthetics of the Jaga brand.