

WHITE[®]

MILANO

27.28 FEBRUARY 01.02 MARCH 2025

WHITE, THE EXHIBITION EVENT DEDICATED TO CONTEMPORARY AND NEW LUXURY, CONTINUES WITH ITS INTERNATIONAL PROJECTS.

WHITE Milano and the Retail Leaders Circle sign a strategic partnership.

WHITE Milano returns with great energy, extending its reach beyond traditional trade show events during Milan Fashion Week and launching a series of international initiatives. The goal is to transform WHITE into a **dynamic and versatile platform**, able to support fashion industry businesses with innovative retail activities and exclusive events in strategic markets, key emerging players on today's global stage. This involves the natural evolution of **ExpoWHITE**, a project launched in 2022 to enhance visibility in Milan and provide training to emerging market realities beyond the traditional fashion geography. Now, ExpoWHITE is taking WHITE's brands on a journey to discover these rapidly growing and economically expanding regions.

As a Spokesperson for **New Luxury**, WHITE has been selected by the prestigious **AlMalki Group** to inaugurate an exclusive pop-up store at the renowned **Westerly** department store in Riyadh. This pop-up, open from February to May 2025, will showcase creations from some of the most established brands featured in our showcase, including Faliero Sarti, La Milanese, Flabelus, NiLuu, Pahiesa Formentera, Naira Khachatryan, Bokja, and Tanoura.

In Riyadh, WHITE has also achieved another significant milestone by signing a strategic agreement with Panos Linardos, President of the **RLC Global Forum**. This partnership aims to drive global growth and expansion for carefully selected WHITE brands under the **CIRCLE** project, conceived by Brenda Bellei and Monica Sarti. It represents a key step toward strengthening and innovating international connections.

"With the CIRCLE project, we aim to select a group of WHITE's SME clients and support them in accessing distribution channels in the Gulf countries, where our newly signed strategic partnership provides a preferential pathway. In particular, Saudi Arabia, within the framework of VISION 2030, is developing infrastructure capable of ensuring double-digit economic growth. Our companies



MAZ MANUELA ALVAREZ

must take action to enter this market, which offers immense opportunities" says Brenda Bellei, CEO of WHITE.

This collaboration aims to create **new business opportunities** for a selected group of SMEs in the fashion and lifestyle sectors, focusing on expanding international distribution channels. The initiative goes beyond Saudi Arabia, reaching neighboring markets and extending to Singapore, Vietnam, and Indonesia, building a global network that enhances industry excellence while increasing **retail distribution**.

"As soon as Brenda and Max contacted me about joining the CIRCLE project, I immediately recognized its vision and business potential. I gladly accepted the opportunity to partner with them on this ambitious venture. Currently, my brand, Faliero Sarti, has four pop-up stores set to open in the GCC region. Additionally, I will collaborate with them to support the international expansion of other brands that we will select together, helping them to grow their business in this region and beyond" says **Monica Sarti**, Creative Director of Faliero Sarti.

While ExpoWHITE has driven these new retail expansion projects, it has also remained committed to **training the next generation of designers**. To support this mission, WHITE has launched a special program in collaboration with **M7**, Qatar's fashion and culture incubator. Through a series of workshops and webinars, some of their top designers are receiving training and updates, preparing them to internationalize their brands and explore new business opportunities abroad. Thanks to these new initiatives, WHITE's client brands will gain access to previously **unexplored distribution channels**, essential for establishing themselves in an evolving market full of economic opportunities.

"The international results we have achieved, including the agreements mentioned in this announcement, prove that our group had a clear vision after the pandemic. We recognized that everything would change, and now,

about our vision. I am also proud of the growth of both the showcase and the company, which has now multiplied its business activities", says **Massimiliano Bizzi**, founder of WHITE Milano.

A key highlight is the partnership between WHITE Milano and **SIMEST**, created to support the growth of Italian fashion companies through an exclusive financial incentive.



CAROLXOTT

This **funding** allows businesses to participate in all physical events in 2025 as well as in upcoming digital events, which will soon be revealed.

These new initiatives not only broaden WHITE's horizons but also reinforce its identity as a renowned **international B2B showcase** dedicated to innovation and research in the fashion industry. Under the patronage of the **Municipality of Milan**, and supported by the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, **ICE - Agency for the Promotion and Internationalization of Italian Companies**, and its partnership with **Confartigianato Imprese**, WHITE returns to Milan for its next edition **from February 27 to March 2, 2025**. Held in the heart of the Tortona Fashion District, this must-attend event is reserved for industry professionals, where designers' creativity once again confirms WHITE's leadership in the global fashion landscape.

The exhibition features **approximately 300 brands** (55% from Italy and 45% international), pushing the boundaries of aesthetic innovation and sustainability while anticipating future market trends.

With exclusive events and a dynamic environment, WHITE Milano continues to establish itself as a hub for networking, dialogue, and growth for the whole fashion industry,

RENÉ



seeing these projects come to life and realizing that we have become not just a showcase but also a business development platform for brands, makes me optimistic

evolving from a simple trade show into a comprehensive platform for business promotion and development.

"Congratulations to WHITE on this important anniversary. Over the past 25 years, it has grown, adapted to market changes, and established itself as a key reference for contemporary fashion—anticipating trends and providing space for both emerging brands and established names. This journey has enriched Milan's fashion landscape" says **Alessia Cappello**, Milan's Councilor for Economic Development, Labor Policies, and Fashion.

Inside the showcase, not to be missed, the **Secret Rooms**, one of the most appreciated projects of every WHITE edition. They offer an exclusive experience, unveiling the creative and innovative side of contemporary fashion. Also this year, five emerging talents have been carefully selected, brands that stand out for their boldness and captivating storytelling. Designed to stimulate curiosity and

OH CARLA



imagination, these "secret rooms" create an intimate and immersive atmosphere, ideal for exploring the designers' new collections. Returning to complete the journey started in the previous edition is **YID'PHROGMA** (China), with a collection that celebrates Tibetan culture, merging art, folklore, and spirituality into each design, inspired by the rich symbolism and aesthetics of its country of origin. The other Secret Rooms introduce exciting new talents. **MAZ MANUELA ALVAREZ** (Colombia) a slow fashion brand that fuses multiculturalism and contemporaneity, operating with a sustainable model. 90% of its garments are handcrafted by artisans, with the goal of supporting and empowering vulnerable ethnic groups. With timeless silhouettes, original fabrics, and artisanal details, each MAZ piece is a true heritage creation, unique and distinctive. **CAROLXOTT** (Estonia) designed for adventurous spirits, this brand was born on a tiny island in northern Estonia,



YID'PHROGMA

home to just 69 people. It translates the precious stories of these remote lands into patterns, colors, and textures, which characterize its unique creations. **OH CARLA** (Italy) focuses on one-of-a-kind, seasonless, and made-to-order pieces, offering designs that are replicable in model but crafted with fabrics selected based on availability. Founded by Carlotta Boldracchi and Claudia Nesi, OH CARLA is 100% handmade in Milan, and promotes a couture and sustainable approach that enables zero-impact production. **RENÈ** (Denmark) is a brand that challenges conventions, blending oversized proportions and architectural silhouettes, drawing inspiration from both Asian and Scandinavian aesthetics. **RENÈ** explores how garments interact with movement and posture, adapting to different body types, ages, and genders.

A new addition in the **Basement**, a special space dedicated to research collections that seamlessly combine craftsmanship with stylistic innovation, is the brand **DAUB**—a project that blends the refinement of Italian design with the practicality of Japanese construction.

Every selection within the brand mix is carefully considered to align with the DNA of WHITE, while also taking market preferences into account and daring with choices where the creativity and talent of the designers particularly stand out. This approach also considers the preferences of the buyers, who are the primary visitors of the fair.

"Just as the relationship between content and container is

essential for WHITE, maintaining the right balance between the event's key protagonists, individual brands and buyers, is equally crucial. For this edition, we have decided to put in place new resources, a group of local ambassadors who have become the voice of WHITE in key markets such as Spain, the DACH region, Scandinavia, Benelux, Japan, Canada, and the Middle East. Acting locally in these markets is essential to strengthen existing relationships and establish new ones with buyers eager to discover new collections and allocate budgets to products that meet the current demand: creativity and quality at the right price' says **Simona Severini**, General Manager of WHITE.

The February 2025 edition, presents **TECLOR**, a Japanese brand with decades of experience in creating bespoke garments; the essence of tailoring blends with cutting-edge technology, developing products that pay meticulous

SAKE



attention to detail and ensure unparalleled uniqueness. **SAKE**, from Peru, is a symbol of sustainable fashion that merges global trends with Peruvian cultural heritage. For this brand, sustainability means preserving traditions and supporting the indigenous populations of the Amazon through the necessary labor involved in producing the collection. From Montreal, **BLACK SUEDE STUDIO** creations are showcased, handcrafted in some of the best footwear ateliers in the world. Each design is crafted to offer excellent fit for all-day wear, ensuring that each shoe embodies femininity and contemporary elegance without sacrificing comfort. **SKILLS MILANO** celebrates timeless elegance, able to combine modernity and refinement in garments that wrap the body with elegant lines. Designed for a woman who loves to stand out, the collection features harmonious volumes, versatile blazers, trousers

with varying fits, and skirts that play between classic and asymmetric models. Tradition and innovation intertwine to create pieces that speak of individuality with **FRONT STREET**, a brand that returns to WHITE with its second line, **OPUS FLORENTINUM BY FRONT STREET**. These garments are made not just to be worn, but to be lived in.

Also, returning this season is the iconic **Suk**, one of the most appreciated areas of the fair where collections of small dimensions capture attention at first glance with original and signature products, including the beautiful woven bags from **ELLI VIVALDI**, the streetwear of **NATAEDEA**, and the colorful and unisex creations of **MP8**, with a sustainable approach to fabric reuse.

One of WHITE's longest-standing partnerships is with **Confartigianato Moda**, a solid relationship that has led to the development and promotion of Italian small and medium-sized enterprises over the years. 24 collections are presented with the support of Confartigianato Moda. For apparel, the brands will include **BLUI, DLB, DOUUOD, MA'RY'YA, MAURIZIO MASSIMINO, PINTORIE, PS DON'T FORGET ME, SCAGLIONE** and **SHE'S SO**. For accessories, the collections from **12PM, ARRON, FRANCESCA BIANCHI DESIGN, FORNARI, LABELLE, LE DAF, MONTE SPORT, PASSION BLANCHE, REPTILE'S HOUSE, SALCE 197, SHOTO, SILVIA GNECCHI, VIPERA, VIVYINROSA** are showcased, and finally, the refined perfumes presented by **RELEASE DISTRIBUTION** who represents the brands **EPHEMERAL DYADIC, GRAMMATIK DRAMMATIK, IGGYWOOD, J-SCENT, MOTH AND RABBIT PERFUMES**, and **SON VENIN**.

Spanish designers are once again present at the first event of 2025. Thirteen collections, spanning from clothing to footwear, participate in WHITE to represent Spanish creativity and flair. This is made possible thanks to the valuable support of **ICEX España Exportación e Inversiones**, a long-standing partner of WHITE, which supports Spanish companies in the internationalization of their business. The brands showcased include **814 EZCARAY, ASPRON STUDIO, AUGUSTA, CUSTO BARCELONA, FLABELUS, HENRY HARROWAY, NKN NEKANE, SKATIE, SKFK, SSSTUFF, SURKANA, THE EXTREME COLLECTION**, and **YERSE**.

After the success of the September 2024 edition, **Istituto Marangoni** renews its partnership with WHITE to exclusively present in February 2025 the fully digital version of the **I'M Talent Showroom** format. The project consists of a new virtual showroom that is also available to companies in a customized format, becoming an additional tool to present collections remotely and offer buyers a fully immersive experience. I'M Talent Showroom will evolve further in September 2025 with an innovative phygital formula, combining both physical and virtual experiences. This offers a new opportunity to provide tangible support to the best emerging fashion designers from the Istituto Marangoni Alumni Community, as well as an innovative service to the companies in WHITE's network.

"Istituto Marangoni is excited to renew its partnership with WHITE to present a new digital version of I'M Talent Showroom, a platform that represents an important step in fashion innovation. This project offers young talents from our community global visibility, providing an innovative tool that allows buyers to discover collections in an immersive and engaging way. It's a new opportunity to connect the future of fashion with industry professionals, overcoming geographical barriers and creating unique experiences for all" says **Stefania Valenti**, Managing Director of Istituto Marangoni.

Within the brand mix of WHITE, several Armenian brands are presented by the **Fashion & Garment Chamber of Armenia**. Thanks to this initiative, the creativity of Armenian designers (who perfectly blend cultural tradition with fashion innovation) is directly showcased to international market leaders, providing new business opportunities. The project is co-financed by the Private Sector Development and TVET South Caucasus Programme with support from GIZ Armenia on behalf of the German government. The involved brands are: **ACHE BCN, ANKASA, BOYAKHCHYAN, ITSATMNOYAN, MADE_VEL_E, MOMENTS OF WHITE, NIKOLYAN, SHABEEG, THE WSHOP, and Z.G.EST.**

After the success achieved in 2023, a delegation of **Canadian Indigenous designers** returns to WHITE Milano, coordinated by **Indigenous Fashion Arts (IFA)** from Toronto, a non-profit organization that supports Indigenous peoples and communities working in fashion, crafts, and textiles. The designers present this edition include Justin Louis for **JUSTIN JACOB LOUIS**, Kinoo Arcentales for **YANA MANTA**, Meghan Weeks for **MDW JEWELLERY**, and Randi Nelson for **UNORTHODOX**. Completing the delegation is Scott Wabano for **WABANO** and **Sage Paul**, Artistic Director of IFA. This participation is not just a celebration of Canadian Indigenous fashion, but also a powerful message of harmony with the environment and respect for cultural roots. The Canadian Indigenous designers bring a worldview that merges aesthetics and ethics, inviting everyone to reflect on the importance of a sustainable future.

We would like to thank the many sponsors of this edition of WHITE.

Our Food & Beverage partners include **New Team Banqueting (Dada Café)**, which manages the refreshment points inside the Superstudio Più venue, and **Spacedelicious**, which handles the evening events with a carefully curated selection of products from trattorie, restaurants, pastry shops, and pizzeria, that have rightfully earned their status as true culinary institutions of Italy.

The **LùBar's Ape Car**, a café and restaurant in the heart of Milan, creates an oasis of peace and conviviality in the Garden area, immersing us in the scents and flavors of the Mediterranean.

A special thanks also goes to **PATATAS NANA**, which will partner with us to offer a high-quality gourmet aperitivo experience.

To satisfy our thirst, we have **WAMI**, a mineral water brand with a simple yet meaningful mission: to end the global water crisis by giving each of us the opportunity to be part of the solution.

And for those who wish to try something else, **Italian Wine Brands**, a leader in the wine industry and the first Italian wine group listed on the stock exchange, will offer tastings of **VOGA**, a premium Made in Italy wine, during the evening events.

A special thank-you goes to **Sittingsuits** – represented by **Studio360 Showroom** – for providing the WHITE Milano team with customized coats for the event, turning a simple outerwear piece into an iconic statement that is both functional and artistic.

Finally, a spotlight in the presence of **Gruppo Renord**, a key player in the automotive sector and distributor of brands such as Renault. WHITE has established a partnership with Renord for the entire year of 2025, with the company providing courtesy cars for the event.

Per maggiori informazioni:

Raffaella Imò
Press Office Manager WHITE
Tel. +39 02 34592785
raffaella.imo@whitepress.it

PRESS KIT



with the support of

madeinitaly.gov.it



with the patronage of

