



SIGN OF THE TIMES

19.20.21.22 SEPTEMBER 2024

TORTONA FASHION DISTRICT | MILAN

The new edition of **WHITE Milano**, the international content show dedicated to women's prêt-à-porter fashion, is just around the corner and ready to take the stage **from Thursday, September 19 to Sunday, September 22, 2024**, during **Milan Fashion Week**. Many new features and collections will be presented during the four days, to a broad international audience, including buyers from top boutiques and department stores, as well as the press and fashion industry professionals. Over 300 companies will display their **Spring-Summer 2025 collections** at the main WHITE venues: **Superstudio Più** (Via Tortona 27) and **BASE Ex-Ansaldo** (Via Tortona 54).

The sponsorship by the **Municipality of Milan** is renewed for this edition, with the support of the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, **ICE - Agency for the Promotion Abroad and Internationalization of Italian Companies**, and the partnership of **Confartigianato Imprese**. This long-standing relationship has endured through several editions, favoring the incoming of the most important

international buyers and foreign press, whose numbers have increased each season.

"For Milan, fashion is a key asset: it means employment, economic growth, reputation, and appeal, also thanks to our fashion weeks and events like WHITE. This event has evolved into an international showcase, capable of anticipating trends and selecting high-quality proposals, with a growing focus on sustainability and innovation, which are fundamental values of our manufacturing heritage" states **Alessia Cappello**, Councilor for Economic Development and Labor Policies for the Municipality of Milan.

"The sector is currently facing significant uncertainty, which is evident to all. As outlined in this presentation, our strategy is to work diligently to bring at WHITE research-driven brands and many novelties that can attract the attention of the most important international buyers. It is precisely in these moments that we can write a new chapter, form new alliances, and, thanks to our vision, create more contemporary projects. We are actively working on this and will soon have exciting news to share," says **Massimiliano Bizzi**, Founder and Art Director of WHITE.

One of the elements that has earned WHITE recognition in the segment is its ongoing scouting conducted by the sales team which, season after season, strives to present a fresh and **contemporary brand mix**. Each brand is carefully analyzed and evaluated to ensure it reflects WHITE's values: **quality, sustainability, originality and creativity**. As a result, the brand mix takes shape, bringing together new fashion talents with established and recognized brands.

"Recently, major fashion brands have been experiencing a standstill. This is partly due to numerous changes in creative leadership and partly because of the shifts occurring in the fashion market. Large companies tend to rely more on their archives, creating new collections with greater caution. On the other hand, contemporary brands that attend WHITE, thanks to their more agile structure, are better able to adapt to these changes. The selected brands, by distancing themselves from fleeting trends and excessive production, are able to adapt



to current market conditions without sacrificing the quality of their production or diminishing their creativity,” says **Simona Severini**, General Manager of WHITE..

WHITE's main highlight is the **Secret Rooms** project, which continues to present emerging talents in today's fashion scene at each edition. These hidden rooms serve as small, personalized showrooms accessed by walking through corridors, where visitors are immersed in the unique creativity of each selected designer, chosen through **meticulous scouting**. Confirming their presence in Secret Rooms this season to ensure continuity in their stylistic vision are YANGKEHAN, MIAORAN, and PROTOTYPE: AM, with new additions including YID'PHROGMA and CAVIA.

YANGKEHAN is deeply rooted in the history and culture of traditional oriental aesthetics. Its creations are a manifesto of femininity and a clear example of mastering the draping technique, using fine silk and special fabrics that require intricate handmade processing. The SS25 collection by **MIAORAN**, *La Tempesta*, transports us to a late winter day, where wind and rain gently brush against our faces. The sea, the sand, and their dusty and delicate colors take shape in a collection with natural tones. The garments are crafted with the technique of macramé and the complete reuse of scraps, embroidered in patches, making every piece a unique and precious work of art. With oversized and relaxed fits, the collection eliminates gender boundaries, playing with masculine and feminine codes, and offering a reinterpretation of a world turned upside down, without limits.

PROTOTYPE: AM, based in Berlin, is a high-end prêt-à-porter brand that combines the technical aspects of outerwear, its collection's primary focus, with luxury creativity and detailing. With the “*OUT OF OFFICE*” collection, the brand captures the essence of liberation from traditional office life. It challenges conventional corporate dress codes by blending classic styles with satirical tones, redefining office wear and replacing the typical corporate color palette (grey, blue, and black) with an olive green hue. **YID'PHROGMA** centers its creativity around Tibetan culture, art, and folklore. With experience in the design and use of yak velvet fabrics, YID'PHROGMA favors special textures and dyes to recreate the atmosphere of Jokhang



YID'PHROGMA

Temple frescoes. Every detail in this collection is meticulously crafted, elevating fabrics to convey profound messages.

Daily Meal is the title of the collection by **CAVIA** (an upcycling and eco-friendly clothing brand), in which the designer Martina Boero continues her journey of research, discovery, and the reuse of second-hand materials. The collection draws inspiration from everyday life, starting from a familiar gathering place: the table. Grandmothers' trousseaus are used to pay homage to the beauty of memories and the importance of preservation and reuse.

WHITE's **Loft** spaces have gained a reputation for hosting a variety of brands edition after edition, mainly established collections known for their distinct DNA and focus on quality production. This edition's Loft will feature the femininity and elegance of **STEFANO MORTARI**'s creations, a curated selection of top South African designers promoted by **Fashion Firm SA** (including ABANTU, AFRIGARDE, FIKILE SOKHULU, GOOD FRIDAY, MORS, NEIMIL, REFUSE, and JUDY SANDERSON), and **Giemme BrandsCorporate showroom**, (presenting ROBERT FRIEDMAN, LE SARTE PETTEGOLE, and CALIBAN shirt collections).

WHITE's **Basement** is the space dedicated to collections with a focus on research and avant-garde. This edition gives continuity to the brands that were successful in the previous season, drawing attention with their meticulously crafted creations and high-quality designs. Featured in the Basement will be **VANDERWILT**'s striking black sculptural garments made entirely from leather, the agender creations by **VUSCICHÈ**, produced with upcycled fabrics that promote circular fashion (for SS25 VUSCICHÈ presents *Biophilia*, an ode to the beauty of botany inspired by Art Nouveau), and **M-1978**'s artisanal jewelry collection, blending silver with precious stones and using unique techniques to create textured material as well as fluid and imperfect shapes. A purely romantic collection to celebrate the brand's 10th anniversary.

Among the brands in September 2024's list are **ATELIER 1985**, a timeless, luxurious, and cross-seasonal collection for metropolitan women of all ages, founded by Swiss designer



CAVIA



Lea Dätwyler. **CHICTOPIA** philosophy is to blend elegance and avant-garde design. Retro elements are extravagantly mixed with contemporary simplicity, using custom-designed fabrics, whimsical prints, and vibrant colors. **ERGON MYKONOS** is at the intersection of heritage and contemporary design. By using folk elements, clean silhouettes, and minimal shapes, it reimagines the traditional Greek culture. **HIDESINS** bags offer a new perspective on traditional leatherworking. Meticulously handcrafted with the finest Italian leather, each bag embodies a quiet charm that emphasizes simplicity. **MAKU** is rooted in the philosophy of its founder, conceptual artist Santanu Das. For MAKU, fabric comes first, with a single dye, indigo, representing a commitment to a sustainable future. **THE WHITE RAVEN** is a luxury brand of limited-edition handcrafted garments where ancient textile arts meet timeless design, embracing the beauty of imperfection. The passion for fashion and the continuous research of **SOHO-T**, translates into a total look designed for a woman with contemporary femininity, occasionally genderless and attentive to detail. **Opus Florentinum by FRONT STREET** celebrates the precious art of Florentine craftsmanship, presenting an exclusive clothing line. Through upcycling, vintage fabrics are given new life and transformed into finely crafted creations that pay tribute to Italian savoir-faire. **MARIANA MÉNDEZ** has spent many years perfecting the technique that elevate her creations beyond simple accessories. The fabric is worked to generate rounded volumes, while the leather is made three-dimensional, to create a collection of Japanese inspired bags, handcrafted in limited, numbered series. Images come to life through **IA LONDON**, an artistic women's clothing brand, crafted and produced entirely in England. IA LONDON explores the relationships between the image (a central element of all its collections), the shape of the garments, and the body. For the SS25 season, it presents "MEMORITOPA," a collection that reflects our intention to idealize memories. The title combines "memory" with "utopia" and draws inspiration from Victorian-style garments reinterpreted with a contemporary taste. Designer **NAIRA KHACHATRYAN** will present "Body Alchemy", a transformative collection that

explores the ancient alchemical process through the medium of knitwear. Each garment in the collection embodies one of the four stages of alchemical transformation (nigredo, albedo, citrinitas, and rubedo), metaphorically interpreting how knitwear can become an extension of the body through meticulous manipulation of color, texture, and form.

The event will also feature numerous accessory brands, such as **CASHFANA**, founded by two sisters on Spain's Costa Brava after a journey around the world. The brand is like an album of memories, offering colorful, playful, and ethically produced jewelry that supports the local communities, where the pieces are made. Another interesting addition is the footwear designed by Italian-Belgian designer Barbara Giacina for **LOLO BALLERINA**. Simple yet distinctive, the brand's ballerinas are synonymous with femininity and comfort, with a touch of nonchalance. The possibilities are endless with **MARREA** bags, handmade in neoprene. When not attached, they serve as the ideal shoppers, and when closed with the appropriate hooks, they transform into chic bags suitable for any setting, from the city to the beach, blending style and versatility.

Always arising great interest is the **Suk** area, dedicated to small-scale collections with distinct and original visions. This open space area, divided into small individual corners, will feature brands such as **AERAKI**, a Greek brand that captures the essence of summer with a playful touch, bold designs and vibrant colors. Another featured brand is **ESSENTIALS FOR ZULA**, which offers colorful must-have swimsuits enriched with feminine details such as small pearl straps. Each swimsuit is handmade in Thailand by a small team of tailors following the guidance of the father-daughter duo who founded the brand. **LE SORI** is led by two sisters who create soft and durable bucket bags that stand out both for their solid colors and patterns. **RACEU HATS** gathers the best materials from around the world in its Spanish workshops: toquilla straw from Ecuador, palm straw from Mexico, wool felts from Australia, to name a few. Thanks to the skill of the artisans, the sketches come to life and turn into hats with contemporary designs and personality. **NNT LAB** perfumes are made in Colombia using only raw materials from Grasse, the perfume capital located in



the French Riviera. The packaging is 100% sustainable, and the perfume bottles are designed for refills, allowing you to always have your favorite scent while minimizing waste. The special area set up on the **Suk staircase** will once again host a name recognized in the upcycling fashion world: **MINIME PARIS**. This brand is dedicated to producing bags, shoes, and small accessories exclusively using leftover fabric from various textile companies, including numerous luxury brands.

One of the most significant new features of WHITE September 2024 is the debut collaboration with **Istituto Marangoni** for the first edition of the **"I'M TALENT SHOWROOM."** This initiative aims to provide concrete commercial support to the most talented creatives from Istituto Marangoni who have embarked on an entrepreneurial journey, offering them the chance to seize new opportunities through the visibility provided by the international showcase of WHITE Milano. The showroom will feature collections from **five Alumni**, three established and two emerging, offering them the opportunity to connect with top buyers in the industry and forge new relationships. Participants in the first edition include: **UNHIDDEN** (by designer Victoria Jenkins), **SANDRA MANSOUR**, **PRONOUNCE** (co-founded by Jun Zhou), **MARCO VINCI**, and **ASCEND BEYOND** (by Emanuele Abbondanza).

WHITE continues its efforts to promote a borderless fashion geography, a mission that began in the previous seasons. This is achieved by creating bridges that connect diverse markets and creative expressions through the **ExpoWHITE** project. For this edition, the participating countries will include Spain, Armenia, South Africa (with a dedicated space in the previously mentioned Loft), South Korea, Brazil, and Latin America, featuring the Latin American Fashion Awards. ExpoWHITE has traced a path with decidedly positive results, allowing it to outline its evolution with a specific development in the Middle East markets. Especially in Riyadh and the Red Sea, where business opportunities are numerous and present serious and concrete possibilities for a solid and lasting partnership.



JA LONDON

"WHITE's platform has become over the years an international reference point also for the supply chain we represent, both upstream and downstream; the designers and international Governments that approach WHITE see in us the ability to develop their business, through the support in fabric research, production, and the creation of distribution and positioning routes tailored to their heritage, stylistic expression and cultural features" says **Brenda Bellei** CEO of M.Seventy, the company that organizes WHITE.

The event will also highlight talented Spanish designers participating thanks to a collaboration with **ICEX España Exportación e Inversiones**, with whom WHITE has established an important partnership that began in 2017. The Spanish designers showcasing their creativity at WHITE are: AUGUSTA, CASHFANA, CHIE MIHARA, CUSTO BARCELONA, FLABELUS, MARIANA MÉNDEZ, NKN NEKANE, PAHIESA, SKATIE, SURKANA, SVETI STEFAN, VÂN, and YERSE.

Ten Armenian brands, selected in collaboration with the **Fashion & Design Chamber of Armenia**, will also be featured as part of a project funded by the Private Sector Development and TVET South Caucasus Programme, implemented by GIZ Armenia on behalf of the German government. The Armenian talents showcased in WHITE's September edition include ACHE BAGS, ARIGA TOROSIAN, BOYAKHCHYAN, FEM, NARNY NIKOLYAN, RUZANE, SONCESS, TRUE ROMANCE, and ZGEST.

Another significant collaboration is with **Kfashion82**, the Korean B2B sales platform managed by the renowned department store **SHINSEGAE**. This project aims to introduce emerging South Korean fashion brands to a global audience. As part of this collaboration, the brands MAN.G and LIBERADD will showcase their collections.

From Brazil, several companies will present their unique aesthetics and explore a market different from their usual one. Notable participants include ADRIANA DEGREAS, AMMABILE, DOTZ, GOOD PEOPLE, MELISSA, CATARINA MINA, CAROL ROSSATO, SUI GENERIS, CUPIDO, JOANNE, and EMPRESS.



MARIANA MÉNDEZ

Directly from South America come the talents of the **Latin American Fashion Awards**, a global platform founded by fashion visionaries Constanza Etro and Silvia Argüello. After their victory at the inaugural contest in 2023, this year's designers are focusing on expanding their businesses and promoting their brands on an international scale. WHITE will dedicate a special space to these creatives, allowing them to present their unique and original visions to a broad audience of industry professionals. The winners selected to showcase their work at WHITE are **VERDI** (Craft Project of the Year, from Colombia), **DESSERTO** (Co-winner of the Responsible Project of the Year, from Chile), **DANIELA VILLEGAS** (Accessory Brand of the Year, from Mexico), **LUAR** (Brand of the Year, from the Dominican Republic), and **KAROLINE VITTO** (Emerging Designer of the Year, from Brazil).

"WHITE Show is a prestigious international platform for designers and brands aiming to gain recognition in the fashion industry and create concrete business opportunities. Through this collaboration with Latin American Fashion Awards, we are excited to introduce our talented Latin American creatives to the numerous buyers in attendance, thereby building a bridge between Latin America and the global market" says **Costanza Etro**, Co-Founder of the Latin American Fashion Awards.

WHITE Village for the September 2024 edition reaffirms the commitment to the project's original principles: entertainment, fashion, music, and public engagement. As for the **ExpoWHITE** project, WHITE Village is set to evolve with multiple facets. On September 19th, WHITE will host the event organized by Deloitte, the 9th edition of the **Global Fashion & Luxury Private Equity Survey**, which will feature both companies and Private Equity funds. The research aims to analyze key market trends in Fashion & Luxury, the current state of the M&A market, and the results of Deloitte's survey on investors' expectations for the current year.

A special thanks from WHITE goes to the sponsor **Renord S.P.A.** (Renault dealer in Milan) which has provided a courtesy car service throughout the duration of the fair to facilitate the mobility of operators during Milan Fashion Week.

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

Download
foto e comunicato



madeinitaly.gov.it

with the support of



with the contribution of

