



White Milano 2023 convinces top buyers and social media with brand mix



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Fairs

Image: White

White Milano came to a close on Monday 27 February. This year's edition saw a 450 percent increase in interactions on Instagram, surpassing 50,000 during the days of the fair and recording a total of 270,000 impressions and 15,000 visits.

Number of foreign buyers increased by 8 percent

The fair was opened in the presence of Lucia Borgonzoni, Secretary of State for Culture on the 24th February. **White Milano**, which has been launched by **Massimiliano Bizzi**, was once again themed on qualitative research, but also focused on internationalisation and aesthetic development, increasing the presence of foreign buyers by 8 percent. In total the fair attracted 18,000 visitors - matching the numbers of the last year's edition.

Around 300 of the participating companies came from abroad - making up half of all exhibiting companies. Many of the visitors also came from abroad. The event, sponsored by the City of Milan, was also supported by the Ministry of Foreign Affairs and Cooperation (MAECI) and the Agency for Foreign Promotion and Internationalisation of Italian Companies (ICE). The Confartigianato Imprese, an organisation that supports small to medium-sized businesses, especially in the sector of craftsmanship, was also a partner.

Among the designers exhibiting in the "Secret Rooms" were Olubiyi Thomas, Romeo Hunte, Dreaming Eli, Riz Poli and Studio Pansters - rising stars from the fashion scene and a selection that confirms the scouting expertise of Simona Severini (a key figure with whom **Massimiliano Bizzi** founded White in 2002). "We are the event that gives small and medium-sized labels a chance, and that is an added value: firstly, because all the big names of today started small once, and secondly, because in this way we are more attractive to the foreign buyers, who have different needs today than in the past,"

Massimiliano Bizzi emphasises.



A selection of designers presented their collections in the lofts of **White Milano**, among them Stefano Mortari, as well as Avant Toi and Maria Calderara, whose fashion is aimed at modern women and who create unique pieces that impress with innovative design and unexpected volume.



Image: Maria Calderara, FW23, White
A wide-ranging brand mix

The strong brand mix and the intercultural meet-ups allowed for a lot of exchange and insight. As such, a cocktail event was organised where five Norwegian creatives showcased their talent in the presence of Norwegian Ambassador Johan Vibe. This project, named 'Expowhite' was presented under the patronage of the Ministry of Culture and in cooperation with the Norwegian Fashion Hub and introduced five Norwegian brands - Color Vision, Oleana, Woodling, Host and Var and Come As You Are - which represent a new kind of business model where creativity and quality are made accessible to all without resorting to fast fashion or mass production.



Image: Taglio del nastro, White



The panel discussion *The Indigenous Way* at the Museum of Culture, organised in collaboration with the Canadian Embassy in Italy and IFA (Indigenous Fashion Arts) further put cultural exchange into the limelight. The discussion explored the theme of Canadian Indigenous creativity and was hosted by Ambassador Elissa Golberg.

In addition, visitors could participate in a panel discussion titled "Is diversity and inclusion a pipe dream? Overcoming tokenism in Europe and beyond", which was hosted in collaboration with the Fashion Minority Alliance, its founder Barbara Kennedy, designers Olubiyi Thomas, Judith Saint Jermain and Romeo Hunte, as well as activist Cassidy Swinger, and Elena Berardi.

White gave the Fashion Minority Alliance and its designers an incredible opportunity to bring their mission to a global stage. "Our roundtable discussion on diversity and openness to collaboration gave us a sense of hope that we continue to see real leadership opportunities for marginalised communities in Italy and across borders," said Sofia Celeste, Director of FMA Italy.

