



WHITE<sup>®</sup>  
MILANO

SEPTEMBER 25 | 26 | 27 | 28 2025  
TORTONA FASHION DISTRICT MILANO

**WHITE, the Milanese women's fashion exhibition, returns from September 25 to 28 in the Fashion District with innovative setups, and in partnership with RLC Global Forum, supports the inaugural RLC Fashion Summit at MUDEC.**

WHITE – the Women's Fashion Exhibition, international B2B showcase dedicated to innovation and research in the fashion world – returns to Milan from September 25 to 28, 2025, confirming its role as a key event for the evolution of the fashion industry.

Under the patronage of the **Municipality of Milan and supported by the Ministry of Foreign Affairs and International Cooperation (MAECI) and ICE – Italian Trade Agency for the Promotion and Internationalization of Italian Companies, in partnership with Confartigianato Imprese**, WHITE continues to attract buyers and industry professionals from all over the world.

The exhibition will take place in the heart of Milan's *Fashion District*, in Via Tortona, with a renewed format focused on innovation, sustainability, and the high quality of the Spring/Summer 2026 collections.

Supported by WHITE, this September, **RLC Global Forum** – the prestigious international platform shaping the future of retail – chose Milan to host the inaugural **RLC Fashion Summit**. This invitation-only event, set to take place at MUDEC on September 25, will bring together CEOs and fashion business leaders from across the world, offering a valuable opportunity to explore the structural forces reshaping the global fashion economy.

From the ascent of new geographies and retail ecosystems to the reinvention of operating models and supply chain resilience, this exclusive summit convenes leaders across luxury, fashion, retail, investment, and policy to decode what's next.

*"With the launch of the RLC Fashion Summit in Milan, we are creating an influential platform that goes beyond trends to address the structural forces reshaping the fashion economy worldwide,"* said Panos Linardos, Chairman of RLC Global

Forum. *"The global industry stands at a rare inflection point, and this exclusive summit offers a space to confront these shifts openly, collaboratively, and with the urgency they demand."*

The partnership between WHITE and RLC Global Forum – previewed to key stakeholders at the recent Fashion Roundtable, where WHITE's CEO was in attendance – marks a decisive step toward building an international network that is increasingly strong, dynamic, and innovation-oriented



WHITE will celebrate the excellence of new luxury, welcoming visitors into an exclusive experience designed to explore the most cutting-edge collections. The new generations of buyers are increasingly attentive to conscious choices, favoring fashion that is not only aesthetically strong but also socially responsible and environmentally respectful. WHITE's vision of new luxury moves away from ostentation to embrace deeper values: creativity, authenticity, inclusivity, and sustainability. The selected brands embody an experiential concept of luxury, built on stories, cultural connections, and shared values. A language capable of speaking to both the mind and

the heart of the wearer, blending aesthetics, storytelling, and responsibility.

This September, WHITE will once again be a key hub for international fashion, offering buyers, trendsetters, journalists, and influencers a unique opportunity to explore a blend of creativity, elegance, and innovation, always in dialogue with global trends.

The event will mark the natural evolution of the **ExpoWHITE** project, launched in 2022 to provide visibility and commercial support to businesses from emerging markets beyond the traditional fashion geographies. The exhibition spaces will host selected brands from **China, India, Brazil, Armenia, Romania, Qatar, Spain**, among others.

Thanks to the effective incoming initiatives promoted by ICE and the ongoing work of WHITE's organizing team, a significant increase in the presence of international buyers is expected. This targeted strategy has successfully attracted qualified professionals from key markets such as the **UAE, Saudi Arabia, USA, Canada, Belgium, the Netherlands, Japan, Spain, Germany, Austria, and Hong Kong**, as well as from **India, Albania, Greece, Ireland, Poland, Israel, Argentina, and Switzerland**, further expanding the event's global network.

The strengthening of these international relationships reinforces WHITE's role as a privileged platform for connecting supply and demand, facilitating new business opportunities and long-lasting collaborations between brands and retailers from around the world.

Among the highlights of this edition, **WHITE Resort** will debut in the *Daylight* space within Superstudio. Following the success of the June edition, WHITE'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 versatile, seasonless wardrobe perfect for the vacation lifestyle of the world's most prestigious resorts.

In the **BASE** venue, the technical team is currently working to shape an exhibition space with an even more refined and streamlined aesthetic. Sophisticated graphics will be placed in a way that integrates seamlessly with the environment, preserving visual continuity. The layout of this area is designed to optimize the use of exhibition space and ensure a smooth and orderly flow of visitors, enhancing brand visibility and encouraging greater interaction between exhibitors and buyers.

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Also returning to the BASE venue will be **Inside WHITE**, an area featuring an open-space layout built with iron elements and a minimalist yet striking architectural design. This space will be dedicated to clothing and accessories brands, highlighting their unique identities and offering visitors an immersive and seamless experience.

During the days of the event, after the opening hours, BASE will host **exclusive evening aperitifs**, open not only to industry professionals but also to the wider public. These gatherings, enriched by DJ sets, are designed to encourage meaningful encounters among professionals, creatives, and enthusiasts, offering a convivial and stimulating atmosphere where experiences, ideas, and fresh perspectives on the future of fashion can be shared.



Thanks to a new partnership with the **Talents International Association**, WHITE is strengthening its presence in Eastern European markets, with a significant increase in buyers and industry professionals coming from these regions, drawn by the innovative and international offering of the exhibition. The current war conflict has inevitably affected political and commercial relations, but we remain hopeful for a future resumption of dialogue and cooperation. In the meantime, Eastern European buyers are welcome to discover and purchase our products.

*"In this time of deep rethinking, fashion needs to build new connections and alliances beyond conventional markets. For this reason, we are very active in the Middle East, India, and South America, while also including targeted initiatives in Eastern Europe. Eastern European buyers have a deep passion for fashion, and the quality of their stores is recognized globally. These markets are destined to shine again in all their greatness — and we will be at the forefront, ready to seize every opportunity that comes our way."* – says Brenda Bellei, CEO of M.SEVENTY - WHITE.

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