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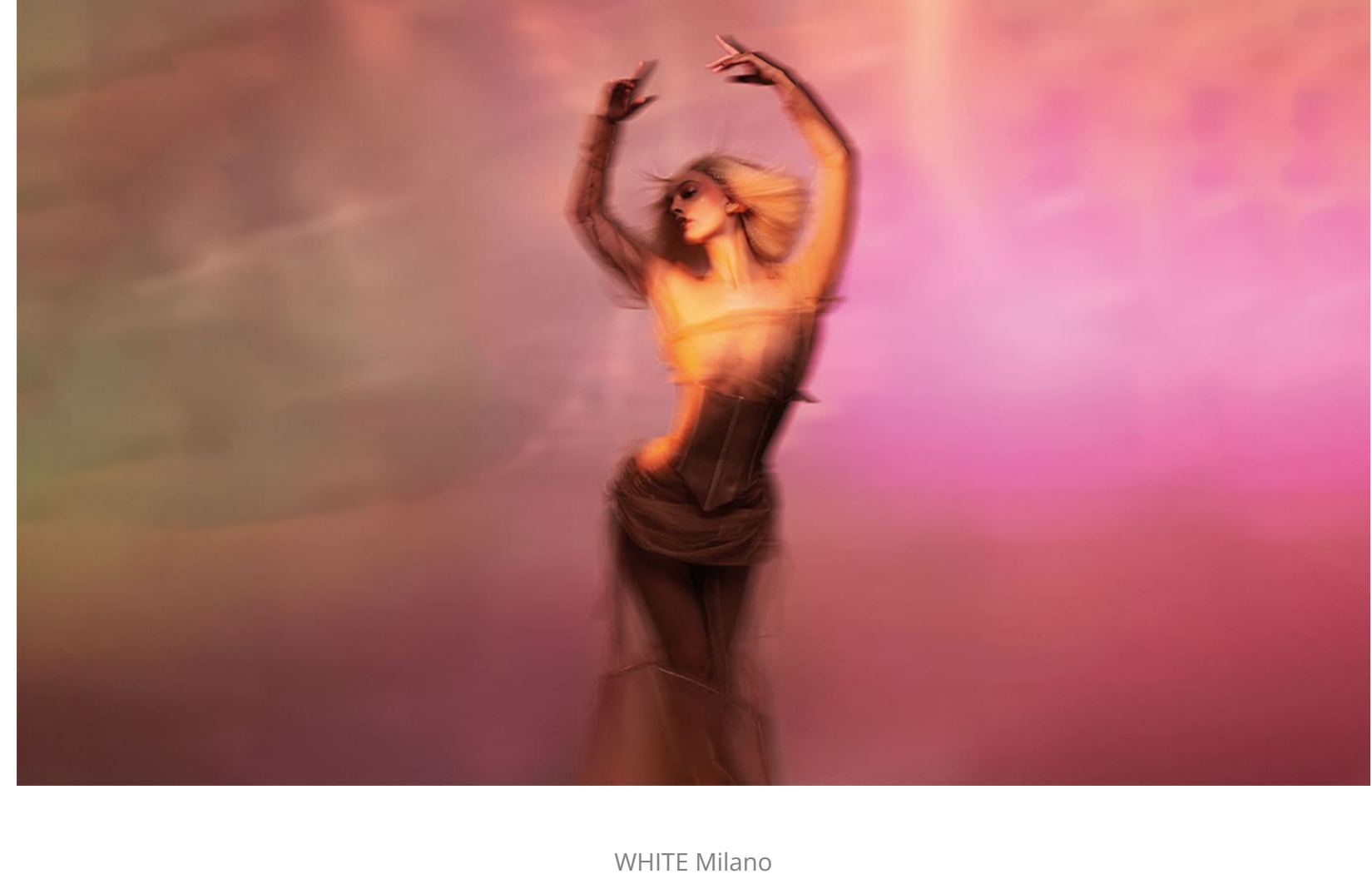
WHITE Milano set to make a poignant return this February

by Sophie Richardson February 6, 2024 Fashion, News

INTERTWINING style, culture, technology and art, **WHITE Milano** is the world's favourite tradeshow for womenswear. Now, the prominent event has just unveiled its programme and all its featured talent.

Running from February 22nd to February 25th, WHITE will welcome industry insiders from across the globe to the beautiful streets of Tortona.

Speaking on the event, Alessia Cappello, Councilor for the Economic Development and Labor Policies said: "In just over two decades WHITE has grown to become an international showcase, capable of anticipating trends and selecting quality wardrobe offerings, with an ever-increasing focus on sustainability and innovation, core values of our manufacturing heritage and the production chain that represents so much for the economic and employment layer of our country".



WHITE Milano

With many projects set to take place in tandem with Milan Fashion Week, it's evident that the event will be full of unmissable experiences. Currently, an estimated 300 companies will present their collections across a variety of locations – including **Superstudio**, BASE Ex Ansaldo and Padiglione Visconti.

Alongside the presentations, the fair will also be reopening its Secret Rooms. The Secret Rooms are five hidden spaces in which emerging international talents can present their collections.

However, unlike other areas, the Secret Rooms allow the brands freedom to customise and playfully imbue the space with their unique brand identities. The brands featured in the Secret Rooms include **Alberto Ciaschini**, **Samanta Virginio**, **Miao Ran**, Yangkehan and **PROTOTYPE: AM** – all expertly selected by WHITE's General Manager Simona Severini.



Alberto Ciaschini

Maintaining its emphasis on international connections, WHITE has also collaborated with **Kfashion82** – a Korean B2B sales platform – to introduce emerging Korean brands to the fair. Marking a new chapter for the expo, **RRU CLASSIC**, **JIMINLEE**, **Liberadd**, **Kimoui**, **HANNAH SHIN** and **MAN.G** will all present collections this February.

Similarly, the event will showcase a selection of Spanish designers thanks to WHITE's long-standing collaboration with **ICEX España Exportación and Inversiones**. As a result, WHITE has exceeded expectations this year and secured presentations from a selection of impressive brands – including **Chie Mihara**, **Flabelus**, **Surkana**, **Yerse**, **AUGUSTA**, **The Extreme Collection** and **Anel Rinat**.



Miaoran

Despite placing new generational talent at the forefront, WHITE works equally hard to ensure that established businesses can also enjoy the platform. For example, **Lanhtropy** – a Miami-based brand centred around natural materials – is making its WHITE debut. Meanwhile, names such as **La Milanesa** make a poignant return to the event's calendar.

For those more interested in fashion imagery, do not fear. WHITE has teamed up with the United Nations Industrial Development Organisation to present an exclusive photography exhibition during the event.

Encouraging visitors to introspectively reflect upon the global challenge of textile waste, the exhibition further demonstrates the tradeshow's focus on sustainability and circularity within the fashion industry.



Prototype

Following an impressive launch last year, the White Village will also be making a return this February. Housing a series of events, speeches, DJ sets and performances, the Tortona Fashion District will be transformed into a trend-setting cultural epicentre.

Music lovers will rejoice as WHITE has confirmed that MTV Italia will be providing the soundtrack at each White Village event.

By providing a schedule of educational events, presentations and talks, WHITE is the place to be for all fashion cognoscenti this February. Showcasing Italian know-how alongside international talent, all whilst keeping sustainability at its core, the fair is certain to usher in Milan Fashion Week with style.


by Sophie Richardson

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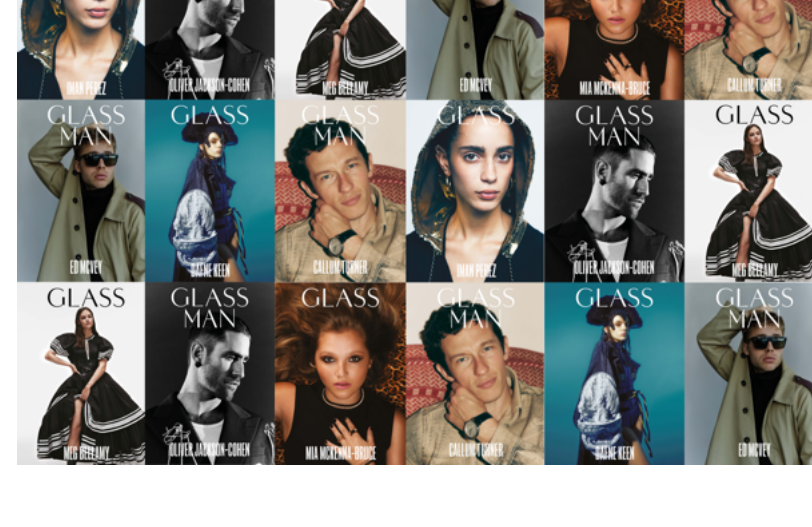
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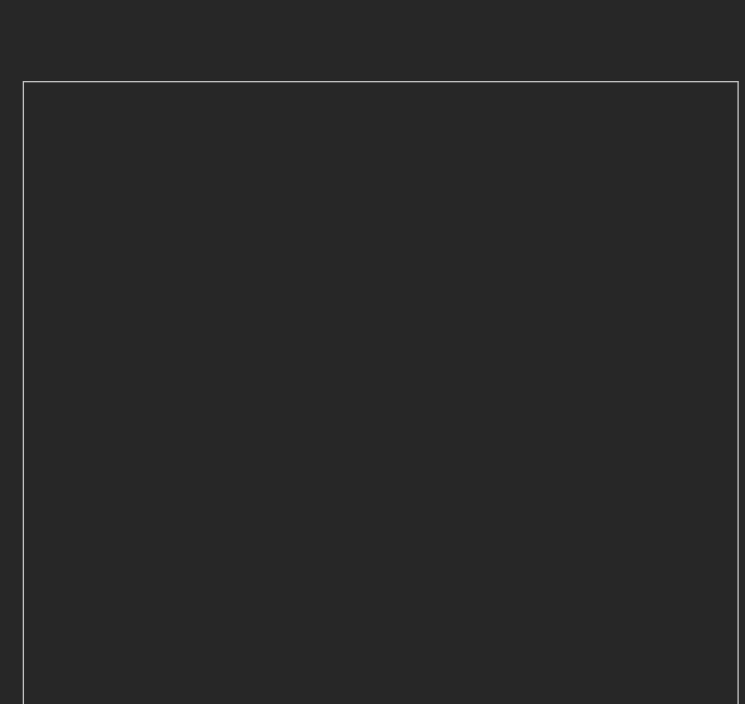


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