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White Milano

The new luxury is defined by quality and individuality

26/09/2024 BY [Veronika Zangl](#)



How did you experience the last edition of White? Do you still see room for further development or is the current state your original plan?

Brenda Bizzi Bellei: The basic format of White has never changed. We were pioneers in terms of aesthetics and curation and have always distinguished ourselves through excellence, e.g. as the first in Tortona. Our format is evolving more in terms of scouting, customer engagement and cultural experiences. We are now an integrated platform that works with the entire value chain - from production to finance. We also focused on sustainability early on and were the first to take up the topic. White is doing this internationally, with more and more global brands and trends. Our platform is therefore much more than just a trade fair.

Are there certain trends in women's fashion that you see?

The resort trend is very strong, and after the pandemic we are seeing more fluid, genderless and comfortable fashion. The sensuality of women has also changed. We have designers addressing inclusion and different body shapes. There is a growing awareness of diversity and individuality.

What does the new luxury look like?

Today, luxury is no longer about the high-priced, but about high-quality, handcrafted pieces that are available for 500-800 euros. Fast fashion has set the benchmark, but people increasingly appreciate the quality and individuality that our brands offer. We are also seeing a lot of interest in vintage as people are becoming more conscious consumers. White is now the new luxury.

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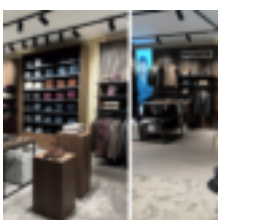


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