



# Milano Fashion Week

## WHITE Milan 2024

### \*Revolutionizing Fashion

written **Monica de Luna**

WHITE Milan stands out as a pinnacle of innovation and a gathering point for global fashion enthusiasts.

Running from February 22 to 25, this edition represented a pivotal moment in the event's journey, demonstrating a bold leap in its commitment to sustainability, inclusivity, and aesthetic innovation.

The introduction of the WHITE Village, a B2C initiative, was a testament to the fair's commitment to embracing a broader audience, attracting over 18,096 visitors. This initiative, alongside the main event, underscored Milan's pivotal role in the fashion industry, drawing in a global crowd of buyers, editors, and fashion professionals.

With its blend of innovation, inclusivity, and sustainability, WHITE Milan is crafting a new narrative for the fashion industry, one that resonates with the sign of the times.

The show's layout itself was a narrative of change, eschewing traditional design for a dynamic interplay of black, pink, and mirrored details that promised an immersive experience. This transformation was not just physical but also symbolic of the event's broader vision to reflect the current zeitgeist, where fashion serves as a mirror to society's shifts and transformations.

Massimiliano Bizzi, President and Founder of WHITE, emphasized the post-pandemic world's demands on the fashion industry. He highlighted the event's role in setting a benchmark for women's fashion in Milan and outlined the ambitious path ahead, marked by innovation and collaboration. The Expo White project and the (Textile)Times initiative are perfect examples, aiming to bridge Milan with emerging markets and support international designers.

The event showcased an impressive brand mix, with around 300 brands presenting their collections. Notably, the Secret Rooms project offered a unique discovery experience, highlighting the creative prowess of designers like PROTOTYPE:AM and YANGKEHAN. YUME YUME, the special guest, captivated the audience with its "The travel of a single drop" collection, blending originality with whimsical details.

Simona Severini, General Manager of WHITE, eloquently stated that this edition perfectly balanced content with its container.

The event's selection process, favoring daring and emotionally charged collections, showcased WHITE's commitment to pushing boundaries and fostering a dialogue between fashion and its audience.



WHITE Milano 2024  
Brand: PROTOTYPE AM



Brand: MIAORAN Studio



Brand: LaMilanesa



WHITE Milano 2024 Edition  
Brand: GOTI



Brand: Kasei Archive

The event's sustainability focus, highlighted through a collaboration with the United Nations Industrial Development Organization, showcased a commitment to addressing global textile waste challenges, reinforcing the event's role as a catalyst for change within the industry. WHITE Milan's latest edition has (again) solidified its status as a key player on the global fashion stage and also as a visionary force, ready to navigate the complexities of the modern world.

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Miu Miu X New Balance  
\*Revolutionizing Footwear



Milano Edition \*A|X  
Armani



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