



BUYER PARTICIPATION AT WHITE INCREASES, WITH A +12% RISE IN INTERNATIONAL ATTENDEES COMPARED TO FEBRUARY 2025



The February edition of WHITE Milano, held from February 26 to March 1 in Milan's Tortona Fashion District, concluded with positive results. The event confirmed its role as a key strategic platform for contemporary womenswear, recording growth both in terms of the number of brands showcased and the overall quality of industry professionals in attendance.

The edition, held under the patronage of Regione Lombardia and the Municipality of Milan and supported by the Ministry of Foreign Affairs and International Cooperation, particularly highlighted the contribution of ICE Agency, a strategic partner alongside Confartigianato Imprese, further strengthening the event's international positioning.

More than 300 brands took part, marking a +10% increase compared to February 2025: 46% from abroad and 54% Italian. This figure testifies not only to the solidity of the project, but also to its continuous qualitative evolution. The strong presence of new labels was especially noteworthy, reflecting an increasingly focused search for independent, innovative, and highly distinctive brands capable of authentically interpreting the new languages of contemporary fashion.

+12% ATTENDANCE: AN EXPANDING EDITION

The turnout of international buyers was particularly significant, showing growth compared to previous editions, with strong representation from countries including **Japan, Spain, Germany, China, the USA, Austria, Korea, and the UAE.**

"The work carried out with ICE Agency, whose President Matteo Zoppas inaugurated the event, together with the commitment of our team, has enabled us to record a significant increase in international buyers, with a +12% growth compared to February 2025.

We are pleased to share testimonials from several buyers and clients in attendance, confirming the strength and validity of our project and our new vision for the brand mix," **stated Massimiliano Bizzi, Founder of WHITE Milano.**



BUYER INSIGHTS

WHITE is the ideal place to find new collections and discover emerging trends. Our selection focuses on brands with fresh design and on-trend colors. When choosing a brand, we prioritize the clear and recognizable originality of garments and accessories that reflect our clients' desires and embody their needs and personal style.

**WAKAKO YAMAGUCHI
UNITED ARROWS - TOKYO**

WHITE confirms itself as a key platform for discovering new labels: it showcases innovative brands and represents an unmissable appointment for us, precisely because it is the place where genuine industry novelties can be identified. I believe buyers are increasingly oriented toward brands characterized by strong craftsmanship and toward emerging designers, as clients are seeking freshness and new labels capable of offering original and distinctive proposals.

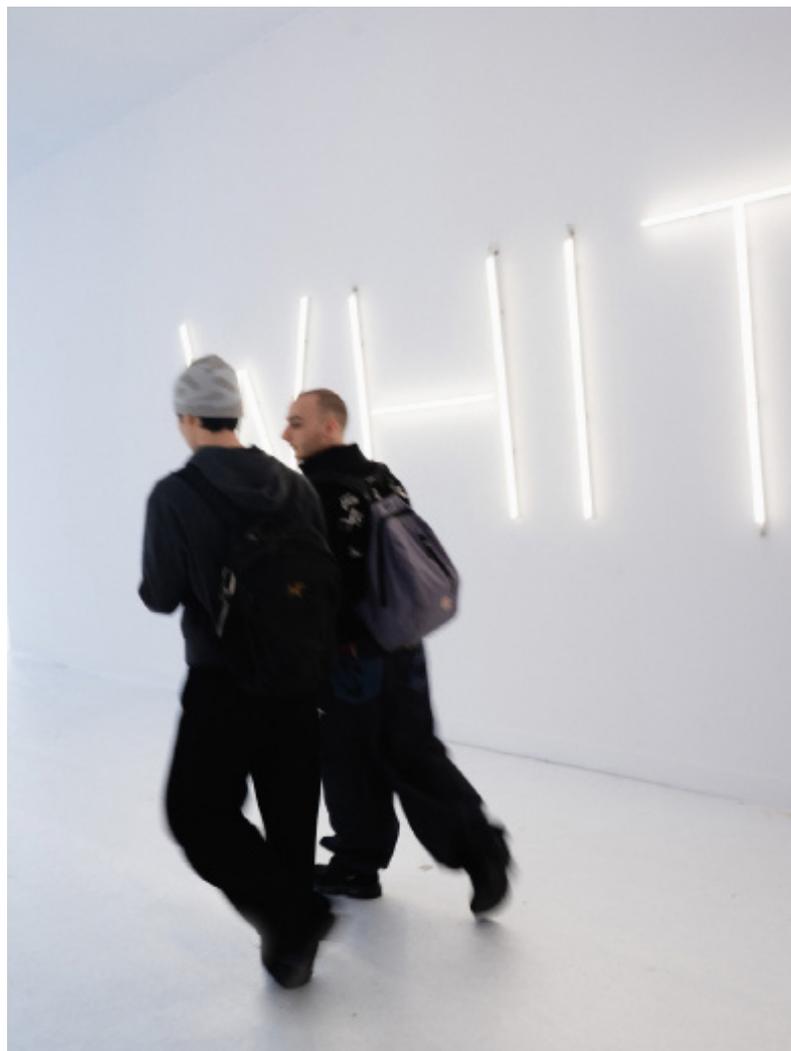
**LEO GUEGAN - SENIOR BUYER
- LUXURY ACCESSORIES &
FOOTWEAR - PRINTEMPS - PARIS**

Since opening Wait and See 15 years ago, I have participated in every single edition of WHITE. I find this trade show essential not only for staying in touch with my current brands, but also for discovering new ones.

UBERTA ZAMBELETTI
FOUNDER WAIT AND SEE
MILAN

WHITE Milano is a key date in our buying calendar, as it offers privileged access to contemporary designers with a strong authorial identity and a clearly defined cultural vision. It allows us to discover new brands, which is essential to maintaining our positioning as a reference point for fashion in Seoul. Today we look for authenticity, consistency, and a clear point of view, as buyers are becoming increasingly selective and less interested in generic contemporary brands.

JUNHA MOON – HEAD BUYER,
OPENER – SEOUL



As a buyer, I believe WHITE is one of the most important trade fairs in Europe, and I never miss it, as I consistently find new collections for my clients. It is a must-attend fair for its quality, beauty, and the discovery of new designers. At the moment, I am mainly looking for apparel, and at WHITE I found brands that meet my needs.

DOROTA JAGIELLO
BUYER MANAGER
CATWALK ZAKOPANE

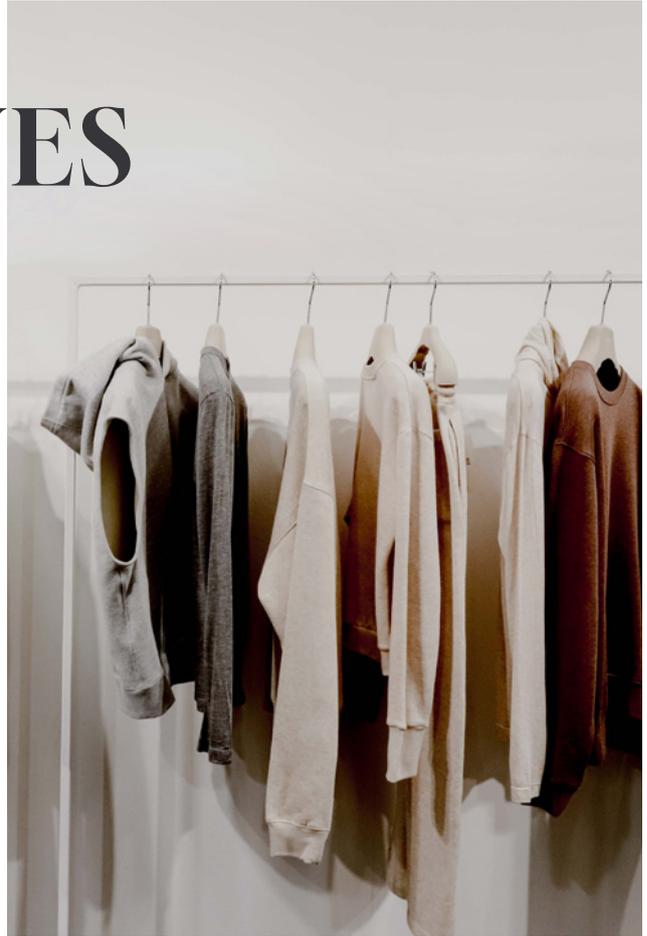
BRAND PERSPECTIVES

We were extremely impressed by the professionalism and courtesy of the entire WHITE team, as well as by the technical quality of the organization. Thank you for the support and for the opportunity.

TEAM BRAND WOC

This edition of WHITE was a truly positive experience. We are pleased with how naturally our brand fit into the fair's refined context, finding its ideal space between elegance and taste. We return home satisfied with the work accomplished and with the positive feedback we received.

TEAM BRAND MULTITUDES



It was four very positive days! An excellent organizational effort ensured strong overall attendance, with an outstanding presence of high-profile international and Italian buyers.

TEAM BRAND COLLECTION PRIVEE

It was an extremely positive experience for us: we were already familiar with WHITE, but experiencing it as a special guest was even more stimulating and engaging. The feedback on our product was extraordinarily positive and, for an independent brand like ours, it represents an important confirmation of our work, as well as a strong source of motivation. Heartfelt thanks to the entire WHITE team for the warm welcome and attention - we truly felt part of a real fashion family. It was wonderful to be there.

TEAM BRAND MORSICA

A special thank you to the WHITE brands that kindly provided gifts for visitors:

WINTER GLOSS BY ANDRE
431-88
EDWARD ACHOUR PARIS
INES DE LA FRESSANGE
CAROLA FRA I TRULLI
AM REMADE
YERSE
MARINA BRAND
FESSURA
ANT45
LE PANDORINE

Sponsor beverage

VOGA + RIRÓ giovedì @vogaitalia + @rirowines
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TBC sabato

Partner

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Chateau d'Ax @chateaudaxitalia
Deus Ex Machina @deusexmachina.it
Omai Cloud @omaicloud

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