

**WHITE Milano confirms dates and format.  
Buyer incoming activity strengthened thanks to support from ICE Agency.**

After a successful 2025 marked by achievements and international projects, **WHITE** confirms its consolidated calendar for 2026, articulated into three annual editions: **February (26 February – 1 March), June (20–21–22) and September (24–25–26–27)**, all held in the heart of the **Tortona Fashion District**.

**In February, a strong increase in international buyers from all over the world** is expected, with a targeted focus of resources and attention on markets with the highest potential. In particular, the presence of operators from the Gulf countries — Saudi Arabia, Qatar, the United Arab Emirates and Kuwait — will be strengthened, as well as from Japan and Korea, strategic areas for the international development of Made in Italy and for expanding business opportunities for participating companies.

The February 2026 edition, held under the patronage of the **Lombardy Region** and the **Municipality of Milan** and supported by the **Ministry of Foreign Affairs and International Cooperation**, will place special emphasis on the contribution of **ITA - Italian Trade Agency**, a strategic partner together with **Confartigianato Imprese**.

*"WHITE continues to be a strategic platform for the launch of fashion collections thanks to the presence of qualified international buyers in search of new brands, new trends and new business opportunities. The 2026 program — with the classic three editions in February, June and September — confirms the solidity of the format, and for this reason ICE, in line with the 'Diplomacy of Growth', which enhances all initiatives that foster the international expansion of Italian companies, supports the event, reaffirming its appreciation for the work carried out. The fashion sector, in particular, is going through a very delicate phase, with some realities growing and others struggling, and it deserves support for the value it represents and for its strong identification with Made in Italy."* States **Matteo Zoppas, President of ICE**.

The valuable contribution provided through **Confartigianato** is enabling the event to host an even greater number of selected buyers, expand its presence in the most dynamic markets and

offer companies increasingly qualified business opportunities. This commitment confirms the central role of the Agency in supporting the internationalization of enterprises and in strengthening the competitiveness of the Italian fashion system worldwide.

*"The phase the fashion sector is currently going through calls for targeted measures to support and further develop the industry. However, we believe it is of paramount importance to complement these measures with a focused strategy aimed at identifying and exploring new markets, where Made in Italy can lay the groundwork for renewed and significant commercial growth. In this context, support and accompaniment initiatives are essential, especially for SMEs, which are required to operate in high-potential markets characterized by a high level of complexity. For these reasons, the role of Confartigianato and ICE takes on strategic importance, reflecting a sector that, strong in its resilience, is able to adapt and relaunch itself through structured internationalization pathways."* States **Moreno Vignolini, President of Confartigianato Moda**.

Confirming the importance of a shared, internationalization-oriented strategy, the vision of **Massimiliano Buzzi, President and Founder of WHITE**, also emerges, highlighting the value of networking and activated synergies.

*"Thanks to the work of its ambassadors, WHITE is assuming a decisive role in bringing qualified buyers into the event. The support of ICE and the synergistic action between the internal team and the international network of collaborators have made it possible to significantly expand the scope of action, intercepting strategic markets and strengthening relationships with high-profile buyers. The constant commitment and the ability to create targeted connections, together with in-depth knowledge of different commercial ecosystems, are contributing decisively to consolidating WHITE's network,"* states **Massimiliano Buzzi, President and Founder of WHITE**.

**For more information:**

Raffaella Imò  
Press Office Manager WHITE  
Tel. +39 02 34592785  
raffaella.imo@whitepress.it

with the support of