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WHITE IS BACK IN JUNE WITH THE “RESORT” DURING THE DAYS OF THE FASHION WEEK

WHITE returns in June, from the 18th to the 20th, in the spaces of BASE – EX ANSALDO in the Tortona Fashion District - via Tortona 54 - with a new format: WHITE Resort.

An event dedicated to research collections for the holidays and for relax, conceived by WHITE’s team: a showcase for international brands which, selected according to WHITE’s criteria, always focused on the quality of the products, on sustainability, on the balance between creativity, wearability and solid distribution, will display clothing lines and accessories in an exhibition hub especially designed by Massimiliano Bizzi and dedicated to a sophisticated and glamorous holiday mood.

Besides resort wear in all its forms, collections dedicated to the beachwear segment will also be presented: full-fledged original and refined creations, made with unusual textile and color combinations, never predictable, with new fits and aesthetic canons. The world of beachwear, as well as the “out of water” one, as it is known by fashion operators, has a long history in terms of creativity and model-making, so it would be reductive to define it as “for the beach”.

We are talking about apparel to be worn in different occasions during the day, whose characteristics suggest the idea of peace and freedom of holiday moments. Exclusive accessories will satisfy the market’s request, that of the resort, greatly expanding and strongly globalized.

“With the energy and the drive that has always accompanied our initiatives, together with WHITE’s team we are back to prepare an event during the dates of the Men’s Fashion Week. The optimism resulted from the success of WHITE Womenswear, which just ended, reinforces our faith in the WHITE Resort project, which will offer the international market and buyers from the best concept stores in the world a top-quality selection of trendsetting clothing for travels and holidays. After a careful market analysis, we can say that this project has great development potential, and this is the reason why we intend to invest long-term in this new event”, says Massimiliano Bizzi, WHITE’s founder.

For more info:

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