

WHITE[®]

RESORT

21.22.23 JUNE 2025

VIA TORTONA, 27 - SUPERSTUDIO PIÙ - MILAN



WHITE Resort opens a new season of style with an international event dedicated to summer fashion in all its forms: from prêt-à-porter to resortwear, from beachwear to accessories. Here, the concept of “resort” is reimagined as a seasonless, versatile wardrobe where design, innovative materials, and natural tones come together in elegant, functional, and sustainable pieces created to accompany every moment of leisure and vacation.

Designed to meet buyers’ need for **early purchasing opportunities**, the trade show returns **from June 21 to 23, 2025, at Superstudio Più, Via Tortona 27**. It will offer a preview of collections from **carefully selected brands**, in line with the high standards that have always defined WHITE’s vision. Much more than a traditional B2B event, it is a true **platform for scouting, networking, and business**, an opportunity to discover the latest trends in fashion and build new connections.

For this summer edition as well, WHITE benefits from the **patronage of the City of Milan and the support of the**



REBIRTH

BE SUNSET



Italian Ministry of Foreign Affairs (MAECI), ICE-Agency, and Confartigianato Imprese. These are key institutional partners who have supported the event for many years, helping foster the growth of the small and medium-sized enterprises involved and promoting the creativity and excellence of Made in Italy. Thanks to these partners, the incoming activity receives significant support, bringing **high-level buyers** to WHITE, representatives of the most interesting retail realities of the moment and the most renowned and prestigious international names in the resortwear segment. Among them are **Malva** (Colombia), **Rubaiyat** (Saudi Arabia), **AW Rostamani Group and Ether by CS** (UAE), **Havana Boutique** (Ireland), **Le Bon Marché and DFS Samaritaine** (France), **Stivali** (Portugal), and **Galleries Lafayette Doha** (Qatar). **From the Americas, buyers from Everything But Water** (USA) and **Coco Boutique** (Turks and Caicos) will be attending. From the Asian market, we can count **United Arrows** (Japan) and **Kream** (South Korea).

“A new edition of WHITE Resort returns, confirming the success of intuition to reinterpret WHITE with a summer focus, with an innovative perspective on research, design, and lifestyle culture. An event that is increasingly established as a platform connecting emerging creativity with the market, and

one that helps reinforce Milan's role as a hub of innovation, sustainability, and new visions for the future of fashion" says **Alessia Cappello**, Councillor for Economic Development, Labor Policies, and Fashion for the City of Milan.

In line with its mission to foster new collaborations and expand the traditional boundaries of fashion, WHITE has entered into a key **partnership with Gran Canaria Swim Week** to support its internationalization strategy. Supported by the Cabildo of Gran Canaria and the local Chamber of Commerce, Gran Canaria Swim Week is the only European fashion week entirely dedicated to beachwear, offering designers in this segment a truly global platform.



MYNARINI

Through a dedicated exhibition space within WHITE, designers, buyers, and media will have the opportunity to meet representatives from Gran Canaria Swim Week, explore their world, and build new connections. This marks the first step in a collaboration that begins with the June edition of WHITE and will continue through to the upcoming edition of Gran Canaria Swim Week, scheduled for October.

"WHITE Resort reaches its third edition thanks to its clearly defined and highly recognizable DNA. The event has succeeded in showcasing its potential, capturing international attention and receiving strong signals of appreciation from abroad, in locations and markets where the resort segment is experiencing strong and continuous growth, and that would be enthusiastic about hosting an event of this kind. We are working on it, and soon there will be news that will fully reveal the potential of this event." says **Massimiliano Bizzi**, Founder and Artistic Director of WHITE.

The brand mix at WHITE Resort, rarely found elsewhere, attracts the attention of **top buyers from exclusive department stores, boutique hotels, and luxury resorts** around the world.

These are industry players who have chosen WHITE as a strategic stop to finalize their buying campaigns. WHITE thus becomes a gateway to Europe and to **high-potential emerging markets** such as India, Turkey, and the Middle East, where fashion and tourism intertwine to create new business opportunities. Furthermore, the goal of the WHITE Resort format is to reach a new group of buyers whose boutiques are



NIJLU

located within international Resort Hotels and Beach Clubs. Notable names include **Royal Atlantis** and **Hamac** (UAE), **Belmond Hotels & Resorts**, and **Villa Oliva** (Germany), all of whom have already confirmed their attendance at the exhibition, taking place from June 21 to 23 as part of the rich program scheduled in the Garden at Superstudio.

The exhibition reaffirms its international spirit by showcasing collections from numerous countries across the globe, each telling authentic stories through diverse and innovative stylistic languages that are deeply rooted in the values of craftsmanship and sustainability. **The selection of brands** was carefully curated by WHITE's team, led by General Manager **Simona Severini**, with the support of **Studio 360 Showroom**, an international showroom based in the heart of Milan and founded by Lucia Missoni and Denise Togni.

The **womenswear collections** stand out for their contemporary tailoring approach, offering pieces that reinterpret tradition through carefully studied volumes, details, and fabrics. Brands such as **Oscar The Collection, Jaga, Narny, Faliero Sarti, Vivia Resort, and Athoa** present

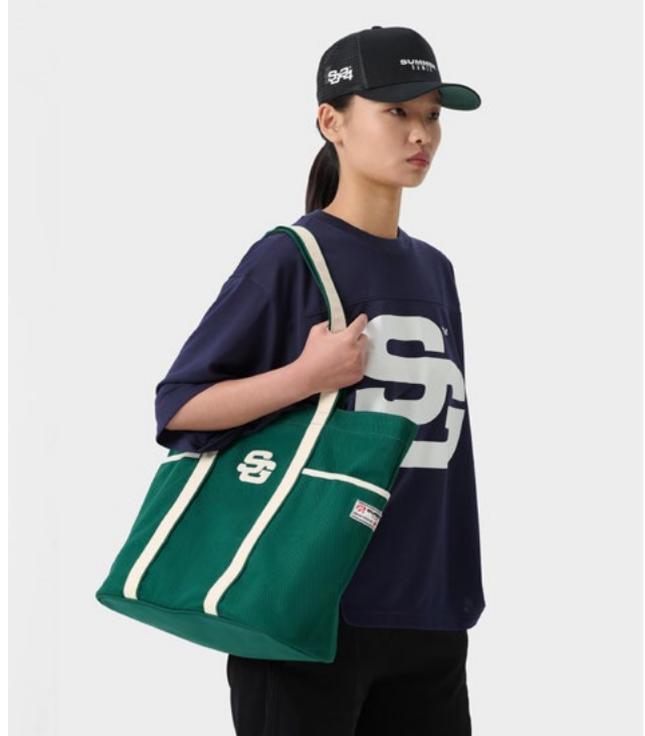


NOODLE

deconstructed silhouettes that express a new kind of elegance, designed for a sophisticated and conscious woman who pays increasing attention to the origin of materials and production processes.

The **resortwear segment** of the brand mix offers an immersion in exotic and relaxed atmospheres, without compromising on refined design. Collections like **Be Sunset, The Lulo Project, Lírio, Niluu, Calling June, H for Harmony and Pahiesa Formentera** explore the concept of a permanent vacation, with lightweight and versatile garments often made from organic or recycled fibers. The **beachwear touch** is a must-have, expressed by the creativity of brands such as **Love Stories, Sorbet Island, Noodle, From Bikini, Aquaviva and Mymarini**. The result is a relaxed yet refined style that reflects the luxury of slow living.

Accessories complete the narrative with a curated selection that includes playful bags, lightweight footwear, niche fragrances, and must-have jewelry. Notable names include **Peracas, Goldish, Vipera, Tkees, Van Den Abeele, Maison Lana, De Siena, T.P.C. The Perfume Connection and Azman Perfumes**, all known for their ability to turn each piece into a microcosm of creativity, objects that transcend functionality to become icons of style.



Among the collections on display will be the namesake sportswear brand Summer Games, the streetwear of **Alexandre Hekkers**, the fragrances of **Raer Scents**, and the jewelry by **ROUGH**.

Among the highlights of **WHITE** is the return of **Rebirth**, a collection that is part of the **Saudi 100 Brands** initiative and the Special Project of this edition. This designer's creativity, perfectly aligned with the Resort style, embodies not only the elegance and contemporary spirit of Saudi design but also the innovation and cultural renaissance that are shaping the country. With this project, **WHITE** renews its collaboration with the **Saudi Fashion Commission**, promoting an outstanding brand that took its first steps at **WHITE** and has now reached the international stage. Thanks to the joint efforts of the Fashion Commission and **WHITE**, **Rebirth** will have the opportunity not only to exhibit but also to engage directly with the Made in Italy supply chain — from fabrics to production — in a creative dialogue that brings together the two cultures to make the collection suitable for international distribution. **Rebirth** will also be present at the **WHITE** September edition as part of a growth and business development journey which, following numerous pop-up stores, sees the brand firmly entering the high-end B2B market.

A **special thanks** goes to the brands Love Stories, Goldish, Be Sunset, Genny Spadea, and Noodle, who have created exclusive pieces dedicated to **WHITE** Resort. Another important partnership is with the **Renord Group**, a leader in the automotive sector, which once again this season will provide **courtesy cars** during **WHITE** Resort. These services are essential to ensure smooth logistics during the busy schedule and numerous events that take place across Milan during Fashion Week.

SORBET ISLAND



As a creative fashion platform, **WHITE** also renews its focus on **menswear**, presenting a diverse range of collections from casual to trend-driven urban looks. These are proposals for the modern man who cares as much about aesthetics as he does about the ethics of dressing, a vision aligned with that of Milan Fashion Week. In **WHITE**'s **Lounge** area, the showroom space of **Summer Games**, one of the key players in contemporary menswear, will take place.

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

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