

# WHITE RESORT

## GRAN CANARIA SWIM WEEK CHOOSES WHITE MILANO FOR ITS INTERNATIONAL DEVELOPMENT

21.22.23 JUNE 2025  
TORTONA 27 - SUPERSTUDIO PIÙ | MILAN



2025 marks a decisive turning point for the expansion plan of Gran Canaria Swim Week. The goal is clear: to bring Gran Canaria Swim Week, the main project organized by the island's fashion authority, into the international spotlight and establish it as the only fashion week in Europe dedicated entirely to beachwear and aimed at industry professionals.

To this end, Gran Canaria Swim Week is forging an important strategic alliance with WHITE Milano — the prestigious fashion trade show that every June transforms Italy's fashion capital into a global showcase dedicated to summer trends and resortwear. It's an ambitious step, developed in synergy with the Gran Canaria Chamber of Commerce, and designed to offer local designers and brands a springboard to the global market.

Behind this vision stands the Cabildo of Gran Canaria, through its Department of Economic Development, Industry, Commerce, and Handicrafts. With this long-term agreement, the Gran Canaria Swim Week project is evolving into a true hub for the growth and internationalization of the island's fashion industry.

After a first collaboration between the two entities that saw

a selection of brands curated by WHITE showcase their collections at Gran Canaria Swim Week last year, GCSW will take center stage at WHITE Milano (from June 21 to 23, 2025 at Superstudio Più) with an exclusive exhibition space, designed as a hub for forging new strategic connections among designers, buyers, industry media, and opinion leaders. This presence offers a unique opportunity to showcase — in one of the most influential arenas of the fashion system — how swimwear has become a defining element of Gran Canaria's creative identity, and more broadly, a rapidly expanding segment of the fashion market.

Participation in WHITE will go beyond simple exhibition: networking events, B2B meetings, and visibility opportunities will give Gran Canaria Swim Week the chance to engage with key international players in the fashion industry.

And there's more: thanks to the agreement between Gran Canaria Swim Week and WHITE Milano, the winning collections from the next edition of Gran Canaria Swim Week (scheduled for October 2025) will fly to Milan to present their collections during WHITE June 2026 edition. A prize, but also a concrete opportunity to enter the industry's inner circle.