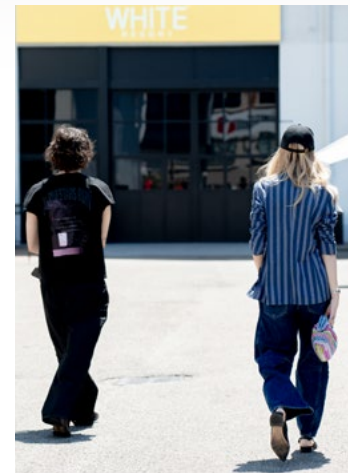


WHITE[®]

R E S O R T

The new format between showroom and trade show that convinces buyers



At **WHITE Resort**, there's a new way of thinking about summer fashion. **A format that evolves just like the market.** In a context where the vacation sector—and everything connected to it—is undergoing a major transformation, WHITE Resort captures this change by offering a tailored formula for concept stores, boutique hotels, high-end resorts, international department stores, and operators seeking fresh, sustainable, and well-positioned proposals.

During the event days, WHITE's team provided **concrete and highly personalized support to buyers**, carefully identifying in advance the brands best suited to each boutique's profile. This curated matchmaking activity made it possible to recommend collections that aligned with each buyer's specific needs.

Thanks to this meticulous attention and a guided, tailor-made vision of the event, WHITE played a real role in finalizing business agreements, offering tangible support to the participating companies that chose to invest in the event.

International buyers took center stage. This edition highlighted the positive response to the new format, which, compared to the previous one, recorded a 35% increase in international attendance and confirmed the steady participation of Italian buyers. Research-focused boutiques, high-end department stores, concept stores, and luxury hospitality operators chose to be in Milan to discover innovative and refined proposals. Notable examples from the luxury hospitality world include Belmond, Rocco Forte, Canne Bianche, Villa Oliva, Hotel Kaiserlodge, and others.

As for the boutiques, standout names from the **United States** include Ferrington Village, Jupiter Island, Saks Global, Everything But Water, Jeffrey Westport, Coco Boutique, and Malva (Colombia). From Japan, major players like United Arrows, Ships, Sanki Shoji, Matsuya, Tokyo Dept., N.LTD, Hankiju, and Takashimaya attended. There was also a strong presence from **South Korea** with LF Corp and Kream, and from the **Middle East**, currently among the most dynamic markets for high-end beachwear:

Hamac, Concept N, Wild Fabrik, Harvey Nichols (Doha and Riyadh), La Elegancia, Galeries Lafayette Doha, Rubaiyat, Royal Atlantis, and AW Rostamani. Buyers also came from **Turkey** (Vakko), **Russia** (Crocus), and a solid **European** contingent including Aura Boutique, Yowe, El Roperio 1961, The Feeting Room, Havana (Ireland), Calceis Pennatis and White Boutique (Greece), Firis Boutique (Austria), Abseit (Germany), and the major French names **Le Bon Marché** and **Le Samaritaine**.

The presence of leading Italian retailers was also significant, including Chapters, Coin, La Rinascente, Dell'Oglio, **Gaudenzi**, **Sugar**, **Tessabit**, Gente, Wait & See, Dantone, and Imarika. A mix of established buyers, proving WHITE Resort's growing appeal for operators seeking quality, vision, and a distinctive positioning.

"M.Seventy Group – the company behind WHITE – confirms its ability to anticipate trends with the Resort format, which attracted high-profile international buyers who were enthusiastic about the offering. We are proud of the atmosphere we created: a sort of curated, widespread showroom where every buyer received personalized attention. It's the result of teamwork built over time, involving the entire WHITE team. This formula worked, and we're already working on exporting it," said **Massimiliano Bizzi**, Founder and Artistic Director of WHITE.

This edition also featured a partnership with **Gran Canaria Swim Week**, one of Europe's leading events dedicated to beachwear. A collaboration that confirms the intention to build a **global network of complementary events**, capable of showcasing the most interesting brands and collections of the season.

"The presentation of Swim Fashion Week during WHITE was not only an additional opportunity to promote our runway in Europe's fashion capital, but also an important step in strengthening our partnership with WHITE Milano. The Gran Canaria team is grateful for the commitment and work done during the event," said **Minerva Alonso**, Councillor for Economic Development of the Government of Gran Canaria.

Between innovation and vision, WHITE Resort is also about storytelling, culture, and identity. Among the standout names was **Rebirth**, a Saudi boho-luxury brand and part of the Saudi 100 Brands project, which chose Milan to share its vision rooted in heritage and contemporary design. Its presence further strengthens the strategic connection between WHITE and the Gulf markets, which are now more than ever playing a leading role on the international stage. The event was held under the patronage of the **City of Milan** and with the support of **MAECI**, **ICE-Agency**, and **Confartigianato Imprese**, confirming a shared commitment to supporting small and medium-sized enterprises, promoting Made in Italy, and stimulating exports to high-end markets.

A special thank you goes to the brands **Love Stories**, **Goldish**, **Be Sunset**, **Genny Spadea**, **Teti Milano**, **Noodle**, and **Just Hat**, who created exclusive pieces for WHITE Resort. The partnership with **Renord Group**, a leader in the automotive sector, was also significant once again providing the official courtesy cars for the season.

Thanks also go to **Spacedelicious** and the food & beverage partners: **Italian Wine Brands** (featuring Rirò and Voga Italia), **Ape Cesare**, **Pantura**, and **Cantina Puiatti**, with its Pinot Nero and Ribolla Gialla Metodo Classico.

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