



A NEW MELODY FOR WHITE

The first edition of **WHITE Resort**, the brand-new **content show** dedicated to the beachwear and resort wear industry, just came to an end. Many anticipations and novelties of the 2024 collections were presented during the days of the show, which took place from Sunday, June 18 to Tuesday, June 20, in conjunction with the days of **Milan Fashion Week** dedicated to Men's Fashion, relocating WHITE's presence in the month of June, as was already the case in the pre-pandemic period. The spaces of **BASE Ex Ansaldo**, via Tortona 54 in Milan, were the setting for the three-day event.

During the event, important international buyers have been alternating, including **Biffi, Belmond Hotel, Bergdorf Goodman, BOONTHESHOP, Bulgari Dubai Resort, Degli Effetti, Harvey Nichols Doha, Isetan, La Rinascente, Le Bon Marché, Mandarin, Neiman Marcus, Silvia Bini, Tessabit and United Arrows**. There was also great interest from major international newspapers bringing the number of visitors to over 1,200.

WHITE Resort was realized under the patronage of the **Municipality of Milan**. **Barbara Mazzali** (Regione Lombardia's Councillor for Tourism, Territorial Marketing, Fashion and Major Events), **Carlo Capasa** (President of the

National Chamber for Italian Fashion) and **Mario Boselli** (Honorary President of the National Chamber for Italian Fashion) were present at the ribbon-cutting ceremony for the inauguration. Therefore, the synergy between the institutions and WHITE is reconfirmed with the aim of continuing to support fashion talents, interesting international realities and the excellence of **Made in Italy**.

"After twenty years of success, WHITE is enriched with a new format: WHITE Resort, dedicated to beachwear fashion. It was an immense pride for me to be there to inaugurate this new event with Massimiliano and Brenda Bizzi, President and CEO of WHITE. A showcase able to promote our Lombard companies all over the world with their collections, a symbol of Lombard manufacturing excellence and creativity," states Barbara Mazzali, Councillor for Tourism, Territorial Marketing, Fashion and Major Events for Regione Lombardia.

The event was an opportunity to present the 2024 collections of the **beachwear and resort** world, with a range of products from swimwear to clothing, touching also the footwear, bags and accessories segments. The brands were selected by the team led by **Simona Severini**, General Manager of WHITE, according to the typical criteria adopted to maintain a high-

level brand mix, which focuses on the quality and creativity of the products, sustainability of production and the discovery and promotion of new talents in the fashion industry.

The setup was specially designed by **Massimiliano Bizzi**, Founder and Artistic Director of WHITE, to reflect the resort mood. A holiday-style and glamorous environment in which the brands exhibited their collections in gazebos reminiscent of those that characterize the beaches of luxury resorts. The white wooden structures were accompanied by white towels made of natural materials such as cotton and linen and decorative and furniture elements made of rope, wood and other sustainable materials.

"I'm very pleased that WHITE took a challenge by bringing a new project into the field. We have every intention of continuing to invest so that this specific sector can find in WHITE Resort, in Milan, a worldwide reference point," says Massimiliano Bizzi, Founder of WHITE.

The **Studio360 Showroom** in Milan, managed by **Denise Togni and Lucia Missoni**, joined WHITE in organizing the event. In perfect synergy, the two teams helped select the diverse group of brands, proposing a new vision defined as urban resort, a style that integrates resort wear into the everyday wardrobe of the modern woman.

More than 60 brands from the beachwear and resort world including **Andrea Iyamah, Carlotha Ray, Clara Aestas, Decata, La Milanese, and Reina Olga** participated by showcasing their 2024 collections. The **Suk** is an open space area characterized by a strong commercial appeal in which a selection of brands with small collections but strongly in line with the characteristics of the event are showcased. Among the brands exhibited in the Suk area were **Bukawa Swim,**

Giosi Beachwear, Selia Richwood, Gaia Canciani, Virginia Varinelli, Honest the Label and many others.

WHITE has always valued the talent of young designers. The Special Guest of WHITE Resort was the British brand **Oceanus**. Designer **Hannah Attalah** founded **Oceanus** to provide women with a means of expressing and enhancing their individual beauty. She does this through bikinis, co-ords and dresses that recall the glamorous style of the 1980s. Each garment in the collection is made from recycled and eco-friendly fabrics, then embellished with handmade embroidery with Swarovski crystal appliqué.

Inside WHITE Resort there was also a **Special Area** in collaboration with **Winwood Fashion**, a Milan-based multi-brand showroom that has represented many brands in the luxury sector for years and took part in the event with the collections of some of them: **Anjuna, Federica Bonifaci, Juan de Dios, Leal Daccarett, 19:13 Dresscode, SensiStudio, The Rose Ibiza and Room 19**. The decorative elements of the Special Area were made with fabrics and furniture provided by the brand **The House of Lyria**, founded by Riccardo Bruni.

During the opening day, a welcome **gift box** was given to buyers, press officers and exhibitors made in collaboration with travel experience organizer **Yuniqly**. In the late afternoon, an aperitif was held during which exhibitors and visitors shared a convivial moment in the dehor space of the BASE Ex Ansaldo while sipping **CC-drinks** cocktails.

On the second day, special guest **Oceanus** was presented with a dedicated cocktail accompanied by exclusive distillates from **WDRINK Mixology**, a line of 100% natural non-alcoholic spirits.

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