

# R E S O R T

JUNE 18  
19  
20

BASE | EX ANSALDO  
VIA TORTONA 54 | MILAN



Courtesy of NASA/SDO and the AIA, EVE, and HMI science teams

## WHITE | Sign Of The Times presents “WHITE RESORT”

WHITE returns in June and presents **WHITE RESORT**, the new content show dedicated to the swimwear and resort wear fashion segment, confirming the Patronage of the City Council of Milan and the internationally recognized qualification attributed by Regione Lombardia, which has distinguished the event for years. A format that introduces several new features to the show, an increasingly global and research-based showcase that connects the designers to **new markets**, fundamental elements that define WHITE as an appointment of reference for buyers and for the international press.

“For more than 20 years, White has represented a valuable window on Italian fashion, an appointment capable of interpreting market trends and attract tens of thousands of operators from the sector each edition, many of which foreigners, introducing them to an Italian know-how that today more than ever must become the engine of our economy,” comments **Matteo Zoppas, President of ICE**. “The new Resort format, presented today, will highlight a predominantly premium niche increasingly central to Italian luxury companies, that of resort wear and beachwear: a segment in strong rise, which in 2022 generated 123 million euros of exports, with a growth of almost 60% over 2019. A trend also confirmed in the first two months of 2023, A trend also confirmed in the first two months of 2023, where our country goes against the trend in the rest of the world, growing by 22%.” Zoppas explains. “This is a further confirmation of the strength of Italian fashion, a sector capable of continuously innovating itself and being a leader on issues such as social and environmental

sustainability, as well as in research, with the development of new and increasingly green materials. A sector that continues to be a driving force for the whole country, capable of bringing to the world the know-how and craftsmanship of more than 500 thousand people engaged in 61 thousand companies distributed on our territory. The human and entrepreneurial capital of the entire fashion industry is of inestimable value and in 2022 generated 80 billion euros in exports.”

WHITE RESORT will kick off on **Sunday, June 18 2023** and will continue on the following days, the **19th and 20th**, in conjunction with **Milan Fashion Week** dedicated to the Men's Fashion, relocating WHITE's presence in the month of June, as it was in the pre-pandemic period. The designated location is one of the historical places now linked to WHITE, the spaces of Base Ex Ansaldo, Via Tortona 54, Milan.

“As in all sectors, even in fashion, the Big Brands have more weight and visibility, from catwalks to national TV to the Web, but our fashion industry is also made by many micro-enterprises, which are in the hands of as many young men and women entrepreneurs in fashion and design. These are going out to conquer foreign buyers, thanks to ‘White, the showcase of a lesser-known Made in Italy, but also an expression of luxury research and uniqueness.’” The statement of **Barbara Mazzali, Councillor for Tourism, Territorial Marketing, Fashion and Major Events of Regione Lombardia** in relation to the opening of the new format.

WHITE RESORT is scheduled from June 18th to 20th in the spaces of BASE - Ex Ansaldo in Via Tortona 54, in Milan's Fashion District. The event will be dedicated to collections of research for summer vacation, beachwear, offering a brand mix of luxury and 'Resort' clothing. "So many small Made in Italy fashion companies in Lombardy today struggle to get noticed, too often overshadowed by international chains of fast fashion, which crowd the city center and the e-commerce that directs users through algorithms," - Mazzali continued. "For this reason, Regione Lombardia supported last year's celebration of White's 20th anniversary through the Demo call. 'White' Milan is the leading women's fashion show in Italy, which during Milan fashion week, becomes an international springboard for small Made in Italy companies, which want to make themselves known to foreign buyers. In these spaces, over the years, more than 700 Lombard brands have presented their garments and products to buyers and international press."

*"The return of White in June, with a new format dedicated to collections for summer vacation and relaxation is great news. The ability to read and interpret the trends of the moment, with a keen eye on quality and sustainability, makes White a showcase of international appeal, always capable of keeping up with the times with new projects,"* says **Councillor for Development and Economic Policies Alessia Cappello**.

WHITE RESORT is the showcase dedicated to **international brands** of clothing, footwear and beachwear accessories, selected by the sales team led by **Simona Severini**, general manager at WHITE, according to the typical criteria adopted to maintain a high-level brand mix, which focuses on the quality and creativity of the products, the sustainability of the production and the discovery and promotion of new talents in the fashion industry. The goal is to showcase collections of clothing and accessory lines that reflect the mood of the resort in an exhibition **hub specially designed** by **Massimiliano Bizzi**, founder and artistic director of WHITE.

An environment inspired by a sophisticated and glamorous **holiday mood** in which the collections are displayed in gazebos that recall the ones that characterize the beaches of luxury resorts. Structures in white wood completed by white drapes in natural materials, such as cotton and linen, and by decorative elements and furniture made of rope, wood and other sustainable materials.

ÁGUA DE COCO



PARAMIDONNA

*"I am very glad that WHITE will resume organizing an event during Men's Fashion Week. This shows a great ability of our group to evolve and carefully read the new needs of the market. This format, WHITE Resort is dedicated to the world of beachwear and resort collections, a sector in great expansion. An evolution also transferred to the creativity of the exhibition format, which will perfectly dialogue with the brands as it has always been since the first edition of WHITE."* **Massimiliano Bizzi, Founder and President of WHITE.**

*"Before the pandemic, WHITE had always been "present" to the June and January dates roll call with projects dedicated to men's fashion and pre-collections. Precisely due to the pandemic the needs of consumers have changed and we have witnessed an increased desire to resume traveling, discover new places, and have different experiences. This has brought about a shift in the way consumers buy, which takes into account this desire preferring it over old habits. To this day, taking a trip and buying clothing that is appropriate to the destination environment is a necessity for consumers. We are confident that this launch edition can reach the interest of buyers from major boutiques and resorts, with brands selected following criteria such as careful stylistic research, innovative designs and attention to sustainability in production and materials used."* **Simona Severini, General Manager of WHITE.**

Following with great professionalism the entire organization of the event along with WHITE are **Denise Togni** and **Lucia Missoni**, owners of the **Studio360 showroom** in Milan, who carry with them a consolidated and lasting experience in the swimwear segment of the fashion industry. In perfect synergy, the two teams have contributed to selecting a heterogeneous group of brands capable of proposing a new vision defined as **urban resort**, a style that integrates resort wear into the everyday wardrobe of the modern woman.



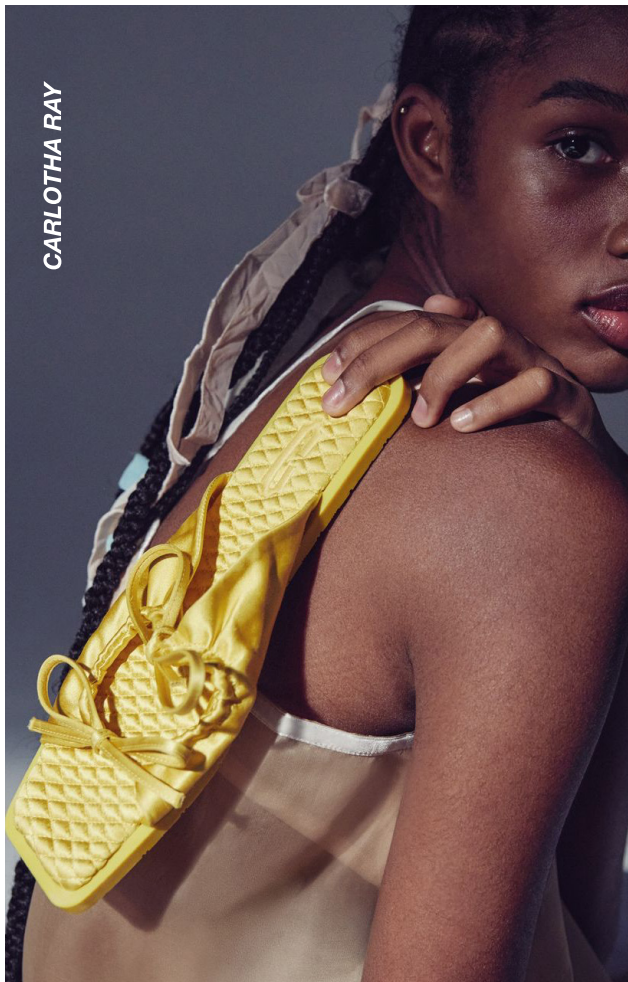
PEARL&CAVIAR

*"It is a wonderful adventure to collaborate with the WHITE team. in the creation of the WHITE Resort format, putting to use the unique experience that Studio 360 has gained over theyears, in the resort wear and swimwear sector. A segment, which combines elements of luxury and sophistication with a dynamic and contemporary touch of urban style. A project with great attention to detail, which demonstrates how new synergies can help create projects that are stimulating and engaging."* Denise Togni and Lucia Missoni, Studio 360 Showroom.

So many designers have joined the project. A list of more than **50 brands** all belonging to the resort and out-of-water clothing segment. Among the various names is **ÁGUA DE COCO**, a Brazilian brand that began as a swimwear line, which over the course of the collections has expanded its range of products including accessories and clothing.



OCEANUS



CARLOTHA RAY



OCEANUS

**PARAMIDONNA** offers beachwear that is flashy and modern, inspired by the teenage memories of designer Donika Ancheva. **NEMA Resort Wear**, made in Greece, is a brand of clothing specialized in the creation of colorful dresses embellished with decorations with an ethnic and bohemian style. Hellenic culture is also a source of inspiration for **Pearl & Caviar**, a line of resort garments reminiscent of the minimalist and geometric style of Greek architecture. Clean lines and embroideries made entirely by local artisans.

Accessories and footwear from the resort world include **Carlotha Ray** and **La Milanese**. Carlotha Ray presents a luxurious and hyper-feminine line of 100% sustainable slip-on and flip-flop shoes featuring cut-outs that create striking geometric effects.

La Milanese, a brand that has been loyal to WHITE for several editions, employs recycled fabrics to create lively, playful bags which respect the planet and help the people involved in production through numerous social projects promoted by founder Cinzia Macchi, who will present a special capsule collection during WHITE Resort.

WHITE since the beginning has promoted the talent of young designers and supported them through numerous projects. Also for WHITE Resort, the spotlight will be on an exceptional brand, selected for its originality, quality and sustainability of its creations.

The **special guest** of the first edition of WHITE Resort is the British brand **OCEANUS**.

Fashion designer **Hannah Attalah** founded Oceanus to give women a means to express and enhance their individual beauty. This is done through bikinis, co-ords and dresses that recall the glamorous style of the 1980s. Each garment of the collection is made from recycled and ecological fabrics, then embellished with handmade embroidery with Swarovski crystals applied.

Oceanus has revolutionized the beachwear industry and is experiencing rapid growth on a global level also thanks to the recent expansion of its product range, which now includes ready-to-wear garments, jewelry and lifestyle products.

Inside WHITE Resort there will also be a **Special Area** in collaboration with **Winwood Fashion**, a Milanese multi-brand showroom that has been representing many new brands in the luxury sector for years, and that will participate in this event with some of the names it represents: **Juan De Dios, SensiStudio, The Rose Ibiza** and **ANJUNA**.

The decorative elements of the Special Area are made from fabrics and furniture supplied by **The House of Lyria**, founded by Riccardo Bruni.



Another interesting space inside WHITE Resort is the **Suk**, an open space area with a strong commercial appeal in which a selection of brands with small collections but strongly in line with the characteristics of the event are exhibited. Among the brands showcased in the Suk are **Selia Richwood, Gaia Canciani, Honest the Label, Reina Olga** and many others.

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WHITE  
RESORT

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