

WHITE MAN & WOMAN FOCUSES ON INNOVATION AND SUSTAINABILITY WITH PATAGONIA AT WHITE STREET MARKET AND WITH WRAD AT SUPERSTUDIO PIÙ MATTHEW MILLER TO LAND FROM LONDON AS SPECIAL GUEST

From 16th to 18th June, WHITE MAN & WOMAN relies on international projects and on a new **B&C (business & consumer)** format to make Milan and Tortona Fashion District more and more dynamic during Milano Moda Uomo. The new WHITE STREET MARKET project sees the widening of Ex Ansaldo |BASE, which will host a selection of **top sportswear&streetwear brands**, a new section of the show, open not only to buyers and insiders, but also to the general public, with an important calendar of activities zooming in on fashion, music, culture and sustainability.

Under the banner of sustainability, WHITE MAN & WOMAN is going to present two important maisons. The very heart of the tradeshow (Superstudio Più - Tortona 27) will see the debut of **WRAD** - Made-in-Italy brand, winner of RedDot Design Award owing to its sustainable innovation in the fashion system, one of the most important design awards worldwide, which in the past celebrated businesses like Apple, BMW and Bose. The brand was awarded this prestigious honour thanks to GRAPHI-TEE™ - endorsed by Perpetua - the supremely Italian T-shirt relying on circular economy thanks to a dyeing process harnessing recycled graphite, a technique that has been passed on over the centuries by the inhabitants of Monterosso Calabro, a hamlet in the province of Vibo Valentia. At WHITE, WRAD is going to premier **Mint Fiber**, a fibre derived from mint and developed in synergy with Walter Corriga, Tessile EcoBio. These innovations stem from three creative minds: **Matteo Ward** (co-founder and CEO), **Silvia Giovanardi** (creative director) and **Victor Santiago** (art & talent director).

Sustainability is going to star at WHITE STREET MARKET too with the special presence of **Patagonia**. Also this innovative format (on stage at Tortona 54 Ex Ansaldo | Base) is in keeping with the eco-friendly and socially impactful framework: it is not a chance that one of the two macro themes – beside the exploration of the sub-cultures – is sustainable **design**, which the brand Patagonia (a prominent and active advocate of environmental safeguard) has always championed. **Patagonia will be present at WSM with the campaign Blue Heart, a talk and a petition to give a voice to and to aid the local communities in their strive to protect the Balkan region from a plan Involving over 3.000 hydro-electrical projects**, and thus to prevent an environmental disaster. To this aim, **the label has also launched a campaign with the hashtags #SaveTheBlueHeart #TheDamTruth.**

Dedicated as ever to the interaction with the city of Milan, the new project WHITE STREET MARKET is going to showcase a series of sportswear&streetwear brands partaking with exclusive capsule collections. Among the WSM brands: **Sergio Tacchini** with a co-lab with **Andrea Crews**, where the traditional and unmistakeable sports design of the legendary Italian

brand is endowed with the street-couture flair characterizing the French brand. And yet again, **Atelier & Repairs**, American label that supports the value of eco-sustainability and regenerates vintage items; garments that are reinterpreted with a creative and contemporary twist to find new life within a virtuous production circle. Lastly, **Exkite**, founded by former kite surf champion Renzo Mancini, offering a glimpse into the praiseworthy and innovative story of his regenerated kite surf sails. WHITE STREET MARKET will also involve exhibitions and showcase the best brands, as well as happenings, talks, presentations and concerts starring international artists for a three-day event dedicated to street-culture.

The choice of Matthew Miller as Special Guest of WHITE MAN & WOMAN comes under the banner of experimentation and vanguard menswear. The designer is all set to land for the first time in Milan after winning the 2017/18 International Woolmark Prize for Menswear. Trained at Manchester Metropolitan Art School, with a master degree at the Royal College of Arts attained in 2009, Miller launched his brand in 2010, which stands out owing to an unconventional blend of sartorial elements and technical materials. English sartorial culture with a punk twist, Miller's style features a rebel soul, peppering the sartorial tradition with a breath of unconventional air: comfort and functionality for a brand-new formal flair.

So Matthew Miller: *«I am really thrilled to showcase my Spring/Summer 2019 collection at WHITE during Milano Moda Uomo. I will be displaying very innovative garments, thanks to the use of trailblazing technologies, recycled fabrics and accessories featuring new performances».*

The brand can already boast an important international distribution with top retailers like Takashimaya, Hudson Bay, DF Tokyo, Lane Crawford Hong Kong and Shanghai, Most Pop, Supplies and Co, Harvey Nichols, to mention just a few.

At WHITE MAN & WOMAN Miller has a special area and a dedicated event to showcase his collection to the international press and buyers.

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