

**WHITE MAN & WOMAN, FOCUS ON CREATIVITY AND INNOVATION  
WITH ABASI ROSBOROUGH SPECIAL DESIGNER, SAGITTAIRE A  
AS SPECIAL PROJECT, AND AVAVAV SEE NOW BUY NOW.  
OBEY WITH A DOCUFILM @ WHITE STREET MARKET**

**Creativity and innovation are WHITE MAN & WOMAN keywords**, through which the June 2018 edition of the tradeshow - on stage from June 16th to June 18th - is all set to spice up Milan and Tortona Fashion District. **Abasi Rosborough is the event's Special Designer**, while **Sagittaire A is the Special Project**. **AVAVAV is going to display at the show SEE NOW BUY NOW**. At **WHITE STREET MARKET** - the new B2C project on street&sportswear at Ex Ansaldo|BASE - **OBEY is due to premier in Italy the docufilm on artist Shepard Fairey**.

**Abdul Abasi** and **Greg Rosborough**, the former originally from Nigeria, the latter from Scotland, are **Abasi Rosborough's creative minds**, brand exploring men's tailoring with architectural hints. At WHITE MAN & WOMAN, the **duo is going to disclose Desert Phantom**, a collection *«inspired by the lifestyle of tribes like the Hopis and Navajos, their mystery and their spirituality»*, as Rosborough has pointed out; *«For our special collaboration with WHITE, we have created an architecture conveying the ephemeral nature of spirituality: the space is bound to feel ethereal, to fashion a meditative space within the frantic trade-fair experience. We are going to dub the installation, Pavilion of Clouds»*, Abasi declared. Although the brand was born in 2013, it has already cashed in a wealth of international acknowledgements, plus it was nominated at the LVMH Young Designer Prize in 2017, and was a finalist at Woolmark Prize, in 2016. This label's collections are ethically produced in New York with recycled fabrics, unearthed in NY's warehouses.

Altogether different approach and style for **Sagittaire A, WHITE's special Project**. This is a “no logo” brand, founded in 2017 by a collective of creatives between China and Paris. **The creative philosophy of the team explores the connections between art and fashion**, printing masterpieces of the past and logos “censored” through asterisks on garments sporting urban appeal, corroborating the idea that creating garments is a modern expression of art. The sartorial lines are oversized, deconstructed, and reassembled with seams in contrasting colours.

**AVAVAV** is taking to WHITE MAN & WOMAN **womenswear a See Now Buy Now collection**, underscoring the increasingly close interaction between producer and consumer. **AVAVAV is an environment-conscious brand launched by Linda and Adam Friberg** – also co-founder of Cheap Monday, Weekday and Monki – now focusing on this new creative adventure combining Swedish design with the production based in Tuscany. The brand, born in 2017, proposes an idea of accessible luxury, with small season-less collections created with already existing fabrics and cloths. There are no new materials, only recycled ones.



This virtuous production cycle allows having a dynamic and flexible approach to the market, leveraging the possibility to buy online to meet the needs of the buyers in real time. AVAVAV proposes 52 capsule collections per year - for women aged between 20 and 35 - which the brand delivers worldwide in 24-48 hours since the purchase. The limited number of items, designed from time to time, guarantees exclusivity and eludes mass-production.

**Exclusively for WHITE STREET MARKET and for Italy, the premier of the docufilm OBEY GIANT, on the life of Shepard Fairey - aka Obey - the street artist who started the Hope phenomenon, illegally posting the colourful face of President Obama on the walls of the city, thus generating an unparalleled media phenomenon.** The documentary is directed by James Moll and produced by James Franco, Jennifer Howell and Elysium Bandini Studios. Next too this preview, the brand takes to WSM the new streetwear collection.

Not only movies and brands. **Also the workshops play a key role at WSM. No-Made Boards is going to display its Wooden Surfboard - Workshop in Tortona 54.** During the three days of the event, visitors will have a chance to learn the techniques to forge wooden surf with the “hollow” method, and decide whether taking home the surfboard, ready to be resinated, or having it resinated at WSM. No-Made Boards stems from the passion uniting Federico Celli, Federica Ciarrocchi and Eugenio Celli. The latter is the soul of No-Made Boards, born from the idea of merging the passion for surfing and carpentry to craft a board produced with the lowest possible environmental blueprint. Federico, harnessing his studies in engineering, designs the custom-made boards, while Federica is in charge of the label’s communication.

Furthermore, **SNEAKERNESS** decided to take part in WHITE STREET MARKET as a partner, with a “sneakers arena”, which is a teaser event where many of the most important stakeholders across the industry will interact, and where its events schedule will premiere. **Sneakerness, the most important European event for the Sneakers addicted,** arrives in Milan on October 6th and 7th 2018, for the first time in Italy, when the partnership with WSM will go ahead.

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Milan, 17th May 2018

