

**WHITE RELIES ON A FORMAT THAT EMBRACES THE CITY OF MILAN,
WHITE STREET MARKET IS BORN.
WHITE MAN & WOMAN BETS ON QUALITY AND INNOVATION**

WHITE MAN & WOMAN keeps expanding by betting on WHITE STREET MARKET, a brand-new section of WHITE, dedicated to sportswear&streetwear and open to the general public. The tradeshow relies on research, quality and innovation: at Superstudio Più, via Tortona 27, the Special Guest of the tradeshow – under the aegis of the Municipality of Milan – is Matthew Miller with his experimental menswear; Abasi Rosborough is the Special Designer owing to a ground-breaking sartorial aesthetics; while Sagittaire A is the Special Project, featuring a genderless deconstruction between art and fashion. Again at SuperstudioPiù, the début of the womenswear collection SEE NOW BUY NOW di AVAVAV, the new label by Linda and Adam Friberg. The opening to the public involves via Tortona 27 too, with the special area of IH NOM UH NIT, which will also be the protagonist of an event in the CNMI calendar. Lastly, the collaborations with international showrooms like Vald Agency, Six London, Baltimora Studio, and Tomorrow London Ltd, for the Athleisure project: AHEAD - The Function Room.

Watchful as ever of the market trends, **WHITE**, tradeshow under the aegis of the **Municipality of Milan**, comes back - **from 16th to 18th June - with a new format: WHITE STREET MARKET, a section of WHITE open to both the buyers and the general audience**, with a selection of **top brands from the sportswear&streetwear segment**, winking at the Millennials. Beside the brands with their collections, the venues at Ex Ansaldo|BASE, Tortona 54, will be spiced up by **special projects, capsule collections and a rich calendar of happenings** (see press release attached), encompassing fashion, **music, talks, workshops, culture and sustainability**. A true Fashion and **Street Culture Festival, which will bring together** the buyers from across the globe, in Milan for the Fashion Week, and the end-consumers. An innovative and unique project in Italy, connecting brands, insiders and end-users. Thanks to a long process of innovation WHITE MAN & WOMAN can now record a **quality-based growth. This edition hosts 180 brands (60% of whom are international) on an exhibiting surface of 2.200square meters on the two locations in Tortona 27 and 54, as well as a rich calendar with over 20 happenings**. A development made possible, on the one hand, through the activation of Ex Ansaldo | BASE Tortona 54 with WHITE STREET MARKET – with the participation of prominent brands like **adidas Originals, Patagonia, G-Shock, Fair Play La Martina**, and a selection of independent labels – on the other hand, with Superstudio Più, starring the MAN & WOMAN formula, staging a **B2B tradeshow with targeted menswear lines**, several special projects (e.g. Athleisure, **AHEAD - The Function Room, curated by Tomorrow London Ltd**) and the womenswear collections, which are increasingly catalysing attention.

«WHITE comes back with three days rich in events, which for the economy of Milan are the very emblem of the image of our city, capable of combining culture, research, taste and innovation – explains the **Councillor for Labour, Productive Activities, Fashion**

and Design Cristina Tajani, of the Municipality of Milan - with the new **WHITE STREET MARKET** format – she goes on – we are renewing our dedication in support of the promotion of fashion and of young talents, with special focus on the Millennials and their distinctive way of viewing fashion today, increasingly relying on co-ed menswear/womenswear collections, and experienced through the social media and the newest formats, rather than through the traditional fashion shows. WSM combines and anticipates all this, thanks to a constant search for new forms of expression».

«On the same page with the CNMI strategy - **so Massimiliano Bizzi, founder of WHITE** - WHITE keeps pushing the womenswear during the men's fashion week with a premium and cutting-edge **MAN & WOMAN** tradeshow. Thanks to **WHITE STREET MARKET** (pioneering format in the Italian fashion scene), we have managed to launch a new event, capable of attracting consolidated brands, which deserted trade-fairs long ago, like *Adidas Originals*, and very creative independent labels, so as to make the *Tortona Fashion District* increasingly dynamic and alive, thanks to a show incredibly rich in events and open to the city. This project had managed to bridge a gap in the fashion system, which needs to open to the general public. A need that only a city like Milan could bridge. We have been working on this important project for months with the Municipality of Milano, *Paolo Ruffato*, founder of *Probeat Agency*, and *Walter D'Aprile*, co-founder of *nss magazine* and *nss factory*».

Aiming to attract the general public, some special partners have been selected, like **Club to Club, Italy's leading electronic music festival**, which has been entrusted with the **sound design of WHITE STREET MARKET** and is organizing a string of concerts with the best international artists. And then **Sneakerness**, the biggest European event for sneaker-aficionados, with a dedicated "sneakers arena", where some of the most prominent stakeholders in the sector will interact, while an area will be curated by WSM in collaboration with **Denim Days** and **House of Denim**, crucible of creativity and research into denim, based in Amsterdam. Zooming in on sustainability, **Patagonia** will partake with the campaign *Blue Heart*, a talk and collection of signatures to give a voice to and help the local communities protect the Balkans from over 3.000 hydro-electrical projects, thus averting the ensuing environmental disaster. To this purpose, the brand has launched a campaign with the hashtags *#SaveTheBlueHeart* *#TheDamTruth*.

Under the banner of experimentation for a vanguard menswear, the choice of **Matthew Miller as Special Guest of WHITE MAN & WOMAN**, for the first time in Milan after winning the 2017/18 International Woolmark Prize for Menswear. With a training at Manchester Metropolitan Art School and a Master Degree from the Royal College of Arts in 2009, Miller launched his brand in 2010, which stands out owing to an unconventional mix of sartorial elements and technical materials. Drawing from the British tailoring culture, peppered with a dash of punk, Miller's style is acclaimed for its rebel mood, a breath of young and unconventional air in the sartorial universe: a combination of comfort and functionality, looking to a brand-new formality. Miller himself has declared: «*I am really thrilled to showcase my new Spring/Summer 2019 collection at WHITE during the fashion week. On this important event, I am going to display very innovative items, produced with to the latest technologies, recycled fabrics and accessories with new performance*».

This edition of WHITE MAN & WOMAN is increasingly focused on quality, thanks to some “special presences”: prominent fashion designers and new projects in the international fashion scene, which already stand out owing to their cutting-edge vision, labels that can find at WHITE the ideal platform to showcase, with an unprecedented formula, their latest creations to a global audience. **Three outstanding projects** at WHITE MAN & WOMAN, in the creative hub of Tortona 27 Superstudio Più: **Abasi Rosborough, elected Special Designer, Sagittaire A, selected as Special Project, and IH NOM UH NIT**, with a Special Area open to the public and dedicated event.

Abdul Abasi and Greg Rosborough, the former Nigerian and the latter Scottish, are the creative minds behind **Abasi Rosborough, brand that explores the men’s tailoring with architectural notes**. At WHITE MAN & WOMAN the creative couple is going to showcase Desert Phantom, a collection «drawing from the lifestyle of tribes like the Hopis and the Navajos, from their mystery and their spirituality», so Rosborough; while Abasi goes on «*for our special collaboration with WHITE, we have shaped an architecture capable of conveying the ephemeral and transcendent nature of spirituality. A place conceived to be perceived as ethereal, capable of giving life to a meditative space within the frantic trade-fair experience, while enhancing the expressive power of the garments. We are going to dub the installation Pavilion of Clouds, and bring to Milan the subtle charm of the desert through the scent of burnt sage, incense, and desert wind*». Although the brand was founded in 2013, it has already gathered widespread international consensus, it indeed won a nomination at the LVMH Young Designer Prize in 2017, and was finalist at Woolmark Prize in 2016. The collections of this label are ethically produced in New York, using recycled fabrics retrieved from NY’s storehouses. .

Conscious provocateur, with a very clean-cut vision, **Sagittaire A, brand originating from a collective of creatives operating between China and Paris**, aims to be a statement against the standardization represented by the use of the logo, which the brand has officially relinquished. Founded in 2017, yet already internationally acclaimed, Sagittaire A will parade at the tradeshow its creations, featuring premium sartorial flair resulting from special techniques, revisited and endowed with the expressive power of deconstruction, and sporting a genderless approach in favour of a style that explores the boundaries between art and fashion.

Also in Tortona 27, the Special Area of **IH NOM UH NIT**, luxury lifestyle brand operating between France and Italy. Thanks to its contemporary and pop vision, it has rapidly turned into a must-have brand worldwide. At WHITE, IH NOM UH NIT will be the protagonist of an event/installation open all through the duration of the tradeshow, creating continuity with WHITE STREET MARKET. The brand is now in the official calendar of **Camera Nazionale della Moda Italiana**.

In the heart of **Tortona 27, Superstudio Più**, the **womenswear collection See Now Buy Now by AVAVAV** - luxury eco-friendly brand launched by **Linda and Adam Friberg** - already co-founder of Cheap Monday - shining a light on the increasingly closer interaction between producer and consumer ascribable to the power of the social media.

Launched in 2017 – proposes an idea of sustainable and accessible luxury, a style that merges the minimalism of Scandinavian design with the excellence of the Made in Italy. The brand fashions season-less womenswear collections, made with scraps of fabrics and recycled premium materials to offer a solution to the problem of mass-production, and to offer, at the same time, items that are exclusively made in Italy, in the area of Florence.

«The tradeshow – so **Brenda Bellei, CEO of WHITE** – always mindful of the economic/social evolution of fashion and capable of innovating itself edition after edition, is now pushing, through White Street Market, the opening to the end-users, so as to meet the needs of several businesses, for whom marketing and communication have become key business factors».

Next to these highlights, **ONLY WOMAN** returns to the spotlight in Tortona 27 Superstudio Più, the area dedicated to the womenswear pre-collections, a phenomenon that WHITE has truly pioneered, so much so that it has dedicated to this segment a whole section of the show, with a layout specially conceived for the event. The recent contaminations of the official calendar of Milano Fashion Week – with the fashion shows of Alberta Ferretti, AALTO and **Besfxk**, also **on show at the tradeshow as ONLY WOMAN Special Designer** – have rewarded the pioneering insight of Massimiliano Bizzi and WHITE, the only Italian show parading the womenswear and menswear collections together. The names to keep under the looking glass this season are: **scrambled_ego**, and its graphic art, painting and illustration contaminations; **Xuan Paris**, by designer Xuan-Thu Nguyen, based in Paris and producing between France and the Netherlands; **Ultràchic is back and ready to premiere its womenswear preview**. Again from France, the debut at WHITE of **Leoca Maison Parisienne**, premium womenswear brand launched by designer Maud Falcon De Longevialle. From Italy, the creative talent of **Salvatore Vignola**. ONLY WOMAN is also the stage for the tenth edition of **Ramponi Award**. This time the contest conceived and wanted by Alfredo Ramponi, owner of the homonymous Made in Italy firm and leader in the production of synthetic crystals and ABS studs for apparel and accessories, has rewarded the talent of young designer Annie M. Fabbioni. The footwear designer has hit the mark thanks to the aesthetics of her label, **Annie Gestroemi**.

Under the banner of sustainability, the debut at WHITE MAN & WOMAN of **WRAD**, made-in-Italy brand, winner of the RedDot Design Award for 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 prestigious acknowledgement has been awarded to the brand thanks to **GRAPHI-TEE™** – endorsed by Perpetua – the very Italian T-shirt that revives the tradition by relying on circular economy, thanks to a dyeing process that makes use of recycled graphite and a technique passed down over the centuries by the inhabitants of Monterosso Calabro, a little hamlet in the province of Vibo Valentia. At the tradeshow, WRAD is all set to stage the international première of the **Mint Fiber**, a fibre derived from mint and developed in synergy with Walter Corrìga, from Tessile EcoBio. At the core of these innovations, there are three creative minds: **Matteo Ward (co-founder and CEO)**, **Silvia Giovanardi (creative director)** and **Victor Santiago (art & talent director)**.

INTERNATIONAL SHOWROOMS, MAN&WOMAN AND EVENTS

Onwards with the collaboration with the international showrooms that have chosen WHITE and Milan as landmark event during the menswear fashion week. At this edition Vald Agency (with headquarters in Copenhagen and Paris) presents the collections by Henrik Vibskov, Beira and House of the very Island's; Six London, with the likes of Dorateymur, Leandra Medine, Rombaut and Toga Pulla; Baltimora Studio, with Ruslan Baginskiy, Kate Cate, M.I.H Jeans, Paris Texas. Plus the Paris-based 3rdEye Showroom, with Alexandra Moura, Lala Love and Nasha Accessories, and 24 Press Room Showroom, with Nipoaloha, Poliquant, Children of The Discordance.

To enhance the synergy with the most important players in the sector, the collaboration with **Tomorrow London Ltd.** For the third time at WHITE MAN & WOMAN, the project **Ahead - The Function Room, curated by Alfredo Pais Canducci Ferreira**, Executive Director of Strategy and Development, Tomorrow London Limited, which explores Athleisure under a novel perspective: **functionality**. The selection of brands at this edition relies on crossbred items, combining performance and style with a mix of innovative and technical fabrics. Functionality has also become a distinctive element of the aesthetics of brands like: **Dyne, Dyne x Save The Duck, Black Barrett, White Mountaineering, Nemen, Geym.**

At this edition of the format **Showroom Connection@WHITE**, **Elisa Gaito Showroom, Milk Showroom, Gabs Showroom DMVB Showroom, Showroom Papaveri, Point Showroom and Pizzini Showroom, plus Asestante Showroom.**

At the heart of the tradeshow sits MAN & WOMAN, the format that WHITE has designed to showcase the menswear and womenswear collections together, a formula that has forestalled the phenomenon of the **co-ed fashion-shows**, namely taking to the catwalks the menswear and the womenswear together, in a style prose capable of combining the aesthetic vision of a brand. WHITE, which has promoted and produced this solution for several editions, has relied on a selection of very recognizable and impactful brands, like **Haculla Thom Krom, Art Comes First and Alexander Roys**, down to **HI ON LIFE** street-couture, tailored in Ghana and born in Sweden, the Scottish leisurewear by **MC RITCHIE**. Thom Krom's collections celebrate freedom: from the seasonal trends, from the identity bias dictated by the logo, from excessive decorations. Another wunderkind of menswear innovation is the talented designer **Henrik Vibskov**, with a visionary aesthetic concept that encompasses all the style codes: from tactile expressions to the volumes and cuts. From the heart of Europe, Alexander Roys with his collections punctuated with high-tech notes, representing today's reality and the role of a civilization constantly getting to grips with the tech evolution. Behind the creative project of **Art Comes First** there are two designers, who are already well-known among fashion insiders: **Sam Lambert and Shaka Maidoh**, both tailor-addicted and sharing the same contemporary vision.

Already protagonist of a Special Event in January 2018, Chinese designer **Miao Ran** is back at WHITE with the eponymous label **Miaoran, and turns out to be** one of the highlights of the **Basement** - target scenario for those looking for avant-garde flair, both in terms of design and processing - which, over the years, has developed a well-defined identity. Among the names in this section, we cannot fail to mention **Una Design** and **Between**, with **Lucio Vanotti and Milano140**, which have chosen WHITE as a their buyer-oriented platform.

To complete the offer of the tradeshow, a sharp **focus on eyewear and beauty**, increasingly appealing segments for those buyers who seek distinctive items to pepper the proposal for their stores. Among the brands on show, **Benton, Voluspa, Goldfield&Banks, Thoo - The House of Oud and Klairs**, to mention just a few. **//Delirious**, by now a fixture in the WHITE GLASSES area, is the first factory lab to have fashioned high-end No Logo glasses.

A special mention deserves the active collaboration of the tradeshow with **Confartigianato Imprese and ITA** (Italian Trade Agency), to bolster the incoming of top buyers and members of the international press. Awaited at this edition: **Edjer and The Idle Man** (Great Britain); **Otte NY, A Ma Maniere** (USA); Incu and Up There Store (Australia) and many more from Spain, Germany and South Africa. From the international press the likes of: **Globe and Mail** (Canada); **Pause Magazine** (UK); **The Impression** (United States), to mention just a few.

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