

**WHITE STREET MARKET'S INNOVATION HAS BORNE FRUIT  
INVOLVING BUYERS AND END-USERS ALIKE.  
AT EX ANSALDO, 8.800 VISITORS IN JUST THREE DAYS**

**WHITE MAN & WOMAN'S TRADITIONAL B2B SECTION AT SUPERSTUDIO PIÙ  
HAS SEEN A -10%, DROP IN THE NUMBER OF NATIONAL BUYERS  
WHILE SHOWING A POSITIVE TREND IN TERMS OF INTERNATIONAL TURNOUT  
WITH TOP INTERNATIONAL RETAILERS**

WHITE MAN & WOMAN, with WHITE STREET MARKET, has confirmed the efficacy of the new streetwear and sportswear format, open to both buyers and end-users. With a calendar of over **20 happenings, including workshops, shows, showcases and music events**, WHITE STREET MARKET, at its first edition, has been able to involve Milan and the Tortona Fashion District, with over **8.800 visitors in just three days** (from June 16th to June 18th), including buyers, journalists and end-users, as the **social media numbers** have also shown: the newly-born Instagram of WHITE STREET MARKET (@white\_streetmarket) has reached 3.221 followers in few days, with **200.000 impressions** on its profile, which has been searched by **50.000 accounts in two days**. If, on the one hand, the innovation with the launch of the new streetwear festival has turned out to be very successful, on the other hand, the impasse on Milan's men's fashion week has not been overcome.

So **Massimiliano Bizzi, founder of WHITE**: *"WHITE STREET MARKET has rewarded us all, our courage and our great job in developing a formula capable of innovating our sector and making it more contemporary. At its first edition, the new format has already reached over 8.800 visitors, and it will for sure be part of our future only for the men's editions. The difficulties on the dates of the men's section, as regards the buyers' turnout in Milan during the men's fashion week, had already been highlighted. Probably this is what prompted us to get to work and promptly design something utterly new, a new formula involving both the B2B and the B2C"*.

On the same page is **Cristina Tajani, Councillor for Fashion, Design and Productive Activities of the Municipality of Milan**, who stated: *"With WHITE we have immediately shared a viewpoint: the need to rethink the menswear formula, so as to make the most of the close connection with the city and those who inhabit it. The promptness and WHITE's reaction time have allowed us to introduce an extraordinary change at Ex Ansaldo, which has been revitalized also during the month of June"*.

On the one hand, the tradeshow has relied on the quality of the research and the internationality of the proposals at Tortona 27 Superstudio Più, with international brands like Matthew Miller (Special Guest), Abasi Rosborough (Special Designer), Sagittaire A (Special Project), AVAVAV, WRAD and IH NOM UH NIT, which with its show, has captivated press and buyers alike. Not to mention the presence of important showrooms like Vald Agency, Six London, Baltimora Studio and also Tomorrow London Ltd for the project Athleisure: **AHEAD - The Function Room**.

An edition that has fully relied on quality thanks to the presence of top international retailers like Barney's (Japan), Beams, Bloomingdale's, which has appreciated the take on sustainability, Harvey Nichols, Isetan, Le Bon Marchè, LN-CC, United Arrows, Takashimaya, Printemps, to mention just a few.

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