

## **FIORUCCI SPECIAL GUEST @ WHITE MILANO**

**From 21<sup>st</sup> to 24<sup>th</sup> September, WHITE celebrates the return of a great fashion innovator**

WHITE Milano, on stage from 21st to 24th September, is proud to announce our special guest of the season as Fiorucci.

A very Italian story that originated in Milan in 1967, when the matchless Fiorucci was labelled “The Daytime Studio 54”.

Thanks to Elio Fiorucci’s free spirit and passion for art, Fiorucci revolutionized the fashion market.

In 2015 the label was acquired from Edwin Jeans by Janie and Stephen Schaffer, who now own the recently digitalised archive and original artwork.

For the first time since the relaunch, Fiorucci is again protagonist in Milan with a scenographic special area at WHITE, Via **Tortona 27 Superstudio Più**, where the label is all set to introduce the new **S/S 2019 collection** to international buyers and press.

Additionally, the A/W 2018 collection - featuring bright holographic fabrics matched with jersey, vinyl, denim, t-shirts and oversize sweaters with the iconic print of the angels - will be for sale in a **pop-up store in the new location of WHITE, Tortona 31 Archiproducts**.

The label’s new creative direction is already a big hit with international celebrities and VIP’s, like Will.I.AM, Brooklyn Beckham, Kendall Jenner, Gigi Hadid, Kourtney Kardashian, to mention just a few.

Fiorucci relies on distinctive values such as Italian heritage, bold authentic graphics and logos and strong links with art & music. The revival has incorporated a Multi media strategy that began with their very first destination lifestyle store in London, Soho.

“Fiorucci was the first lifestyle brand and concept store that mixed music, art and fashion into one big optimistic brand. With the first ever Fiorucci store opening in Milan, we are proud to partner with WHITE Milano to bring this famed Italian heritage brand back to its roots” affirms - Janie Schaffer Fiorucci’s owner.

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MILANO



PATROCINIO  
Comune di  
Milano

So Massimiliano Bizzi, founder of WHITE: *“Just like Fiorucci, WHITE was born in Milan with the goal of bringing fashion to people through an unconventional format and approach. Not only do we aim to pay tribute to a great innovator, who has always inspired me with his vision, we are also thrilled to contribute to the brand’s return and re-launch, which is going to start right here at White Milano.”*

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Milano, 18th July 2018

