

WHITE CLOSES WITH RECORD NUMBERS

THE TORTONA FASHION DISTRICT REASSERTS ITSELF AS THE MOST ATTRACTIVE DISTRICT IN TOWN

**REMARKABLE INCREASE IN THE TURNOUT OF FOREIGN VISITORS AND INSIDERS,
WHICH, COMPARED WITH THE FIRST 4-DAY EDITION OF SEPTEMBER 2017,
HAS GROWN BY +13%, A SLIGHT DROP FOR ITALY -2%.
OVERALL, VISITORS HAVE INCREASED BY 5% AND ARE NOW MORE THAN 27.000.**

WHITE closes its latest edition under the banner of enthusiasm and absolute dynamism, the 4-DAY edition of WHITE Milano, marks an important step forward in the further development of the tradeshow, with its **formats and special projects in the Tortona Fashion District**. Since its very onset, WHITE has always bet on the areas' potential, and the figures show that it has won the challenge: **562 brands (out of which 375 Italian brands, 187 international brands) on show in four locations: Tortona 27 | Superstudio Più, Tortona 31 | Opificio, Tortona 35 | Hotel Nhow and Tortona 54 | Ex Ansaldo, on a fitted surface of approximately 22.000 square meters.**

The brightest star of this development is **Tortona 31 | Opificio**, a venue consisting of a number of stand-alone locations, where WHITE has created a path unique in its kind. Great **success for the pop-up stores of the labels Fiorucci and A.F. Vandevorst**, which have enthused visitors and buyers alike. WHITE brings together hand-made in Italy brands with cutting-edge international labels, as well as **important showrooms, like Fila, Ilaria Nistri and forte_forte**, which partook in the project. Digital innovation thanks to **Showroom Connection, which can now boast an off-line dimension with the collaboration of Vogue #Shareable.**

"WHITE has completed the path in the Tortona Fashion District with the new location Tortona 31 and a trailblazing exhibiting format, capable of dialoguing with the audience and the insiders alike. Seeing the energy at work in via Tortona is an extraordinary achievement, a true fashion "fuori salone". Today the Tortona area is a full-blown fashion district, in which we have always believed, and thanks to the synergy with the institutions and projects Milano XL, Milano and WHITE have become the go-to fashion events on a global scale, as is easily inferred by the increased turnout from abroad". So Massimiliano Bizzi, founder of WHITE.

Also the synergy with institutions like **Camera Nazionale della Moda goes on**. The latter has supported WHITE with the show of the Belgian brand A.F. Vandevorst, which has picked Milan to celebrate its 20th anniversary under the banner of experimentation. Not to mention the collaboration with **Confartigianato Imprese Moda**, which promotes craftsmanship businesses, as caretaker of Italian know-how with special areas, like the **Lounge** (Tortona 27) and **WHITE Studio** (Tortona 54), in which each designer is associated with a prestigious Italian retailer, which becomes their ambassador.

Great support to Italian businesses and to the sector thanks to the presence of the **Vice Minister for Economic Development On. Dario Galli**, who opened the September edition, along with

the Councillor for Tourism, Territorial Fashion Marketing of Regione Lombardia Lara Magoni, the Councillor for fashion of the Municipality of Milan, Cristina Tajani, the President of Confartigianato Giorgio Merletti, the President of Confartigianato Marche, the Responsible for Internationalization Giuseppe Mazzarella and Manuela Bora, Councillor for Industry and Craftsmanship of Regione Marche.

Focus on research at **INSIDE WHITE**, which this season has awarded the eyewear brand MOVITRA, owing to the design and the revolutionary patent enabling to rotate the frame of the glasses to protect the lenses. A fully Made-in-Italy item awarded by **Flavia Brogini** from **Boutique Base Blu in Varese**.

WHITE, besides being the platform for consolidated brands, both Italian and international, also represents an important show-window for up-and-coming brands and designers, thanks to the careful scouting activity it has pioneered, as shown by cases like **Delirious Eyewear** by Marco Lanero, designer and founder of the brand, which he launched in 2012 at WHITE and is today one of the winners of the award Who is On Next?. Not to mention the presence of **eco-friendly fashion designers like WRAD**, which debuted at WHITE in June 2018 with its eco-friendly new-ins: the show has always supported sustainable innovation. The WRAD, present also in September, yesterday was awarded at the **Green Carpet Award of Camera Nazionale della Moda**. So Matteo Ward, CEO of the brand: *“The Municipality of Monterosso Calabro, which has inspired the sustainable innovation based on recycled graphite has been awarded with the hand-print award by Colin Firth. WHITE has always relied and invested in the values and in the innovative path of the brand WRAD and we are enthusiastic about this edition, as we can see growing interest of the buyers in sustainability and innovative design products, capable of challenging the status quo”*.

For more info:
Raffaella Imò
Press Office manager and P.R. WHITE
Ph +39 02 34592785
raffaella.imo@whitepress.it

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