

FROM 22 TO 25 FEBRUARY WHITE MILANO GROWS THANKS TO NEW PROJECTS WITH INCREASINGLY INTERNATIONAL AND DIGITAL FOCUS

SPECIAL GUEST, THE AUSTRALIAN STRATEAS CARLUCCI AND AMONG THE NEW PROJECTS **TWO AREAS: KNIT LAB** FOR THE KNITWEAR, AND **LOUNGE | SPHERE** DEDICATED TO LOUNGEWEAR, LINGERIE AND BEAUTY

WHITE MILANO, benchmark event for insiders and trend-searchers, is getting ready for the womenswear fashion week from 22nd to 25th February with a **program rich in novelties** and an **increasingly international brand mix**. A more and more careful and buyer-oriented selection, in the **4 locations** in Tortona 27 | Superstudio Più, Tortona 31 | Opificio, Tortona 35 | Hotel NHow and Tortona 54 | Ex Ansaldo, so as to generate a path increasingly in keeping with the most diverse purchasing needs.

In keeping with the growing internationalization of the tradeshow, the choice of the **Special Guest Strateas Carlucci**, Australian brand named after its founders Peter Strateas and Mario-Luca Carlucci. For the first time at WHITE Milano, Strateas Carlucci are all set to display a preview of their collection within a special hall in Tortona 27 | Superstudio Più. The label Strateas Carlucci has gathered since its onset international acclaim: among the main prizes, the National Designer Award, presented by Tiffany & Co at Virgin Australian Melbourne Fashion Festival, and the International Woolmark Prize. The credit for their accomplishments is to be ascribed to their striking style identity, which flawlessly blends opposing elements, like sportswear and tailoring, with gender-fluid flair which is rich in experimentations.

Among the **international brands** that are certainly worth a special mention, Londoner **Clio Peppiatt**, who with her sustainable creations featuring hand-made embroideries soaked in contemporary femininity, celebrates craftsmanship, which she masters also thanks to her training at Alexander McQueen e Matthew Williamson.

One of **the most important novelties** of the February edition, the area **Knit Lab**, dedicated to knitwear and its creative declinations. Special presence in the area is the vanguard knitwear of the brand **i-am-Chen**, launched in Honk Kong by designer ZHI Chen in 2017: a young label that has already scored important successes: it was finalist at the International Woolmark Prize 2018/2019. To further enrich the Knit Lab area, the installation by **Paris Essex**, in which knitwear overcomes the boundaries and the aesthetics and of the traditional embroideries and designs to turn into the raw matter of exceptionally creative creations.

Another important new-in is the **Lounge | Sphere**, namely the area that interprets one of the new trends of the international market: home-wear. An unprecedented exhibiting area, where buyers and visitors can discover **loungewear and lingerie** collections plus a **Beauty proposal**, where they can enjoy the pleasure and relax of a true lounge. Among the brands in the Lounge | Sphere, **Fantabody**, founded in 2015 by Carolina Amoretti, Milan-based fashion photographer: the creations can boast made-in-Italy premium quality, and are an eclectic synthesis of athleisure, lingerie, nightwear, beachwear, with naughty and ironic twist. And then **Marieyat**, lingerie brand, loungewear and swimwear, launched by Maria Yat Wei Yeung, fashion designer born in Honk Kong, today based in London, who has honed her style and know-how at maison Hussein Chalayan and Yang Li. Marieyat creations celebrate authentic femininity of body and soul: the design is seamless, thus caressing the shapes with no constraints whatever.

Among the emerging new names, the brands A-Jane and Price On Request, at **Inside WHITE**, the famous section through which the tradeshow favours the meeting between talented young designers and international buyers in their search for cutting-edge collections. **A-Jane** is the brand founded by Alice Jane, a true “fashion composer”, who can harness her background as contemporary music composer to forge garments featuring authentic style and experimental design. **Price On Request** is a collective launched in Croatia in 2016 by Gala Marija Vrbanic: the brand combines fashion design with an environmental-conscious attitude, with collections focussing on functionality and sustainable consumption.

Among the **other theme areas**, the by now consolidated **Bijoux and Glasses**, plus new ones, such as “**Shoes on Stage**”, which are going to showcase the new proposals dedicated to women’s footwear. Back at Tortona 31 | Archiproducts, the best of the Belgian fashion vanguard with “**The Belgian Focus**” in synergy with Flanders DC - Flanders District of Creativity, while the experience at Tortona 54 is enriched through **WHITE Studio**: the famed project dedicated to the new makers, up-and-coming young designers combining craftsmanship with innovative flair, housed in the unmistakable hôtellerie-like design of CASA BASE.

“Since the very onset, I have always thought out of the box to overcome certain trade-fair scenarios, hence the birth and success of WHITE Milano. We have always aimed to meet the needs of the most demanding buyers, with internationally acclaimed labels standing out owing to the quality of their research, their innovative creativity and marked stylistic identity. Today we consider it paramount to offer our brands added value compared to what they have always been provided with at White: that’s why we are working on a number of different projects, new possibilities for visibility and business, making use of the most innovative digital channels, which are increasingly engaging the city of Milan and the international audience during the fashion week” so **Massimiliano Bizzi, founder of WHITE**.

Bearing this in mind, White collaboration with **Vogue Italia** goes on with the project **#Shareable**: the special communication formula enhanced through the show with the creative direction of the special Content Creation Unit of Condé Nast. Thanks to #Shareable WHITE offers a number of selected brands the opportunity to avail of a brand-new innovative way to communicate, thus meeting the need of the brands to be highly visible online through exceptionally appealing photo and video contents, and offline, at the show, thanks to the creative setting of the exhibiting spaces, according the latest visual trends.

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