

FASHIONREBOOT: WHITE STREET MARKET'S NEW FORMULA HAS REACHED  
14.797 VISITORS

A record inflow at the three-day show

The second edition of **WHITE STREET MARKET** confirms the exceptional international success of the new format: from 12<sup>th</sup> to 14<sup>th</sup> January 2019 WSM, the first Italian event fully dedicated to fashion and street culture with special focus on sustainability, open to both insiders and the general public and **under the aegis of Municipality of Milan**, has totalled **14.797** visitors.

Fashion collections, and a rich calendar of cultural events: over 45 activities including talks with international guests, workshops, sport performances, exhibitions, fashion movies and pre-views. WSM has gathered in the location in Superstudio Più a premium offer, where the importance of the brand mix buyer & customer-oriented selection has been further enhanced through projects focusing on young the cultures and on the themes that are shaping today's fashion scene.

Over 60 protagonists for the brand mix, which has been painstakingly selected cater to the visitors' needs and taste: top brands like arena Icons, FILA, Juventus Icon Collection, Kappa, New Balance, Timberland CONSTRUCT:10061, Dickies, Daily Paper, Luter, plus fashion labels such as Pony, Last Heirs, Lyph, Movitra, nana-nana, Enclave Monarchy, Fantabody, Wrad Living, but also art and sustainable culture, with the participation of CITTADELLARTE-Foundation Pistoletto; a selection of the best international fashion films with FFF Milano Spin Off, the event by Fashion Film Festival Milano; the charity project **Mashup Mind for OTB Foundation**; the involvement of NABA. The format, also open to the extra-sectors, has allowed Banca 5 (Gruppo Intesa San Paolo) to promote the innovation of their banking system, specially designed for young people, with with a record inflow during the three days.

So **Francesco Tombolini**, the new President of the Italian association gathering the most prestigious shops in the country, **Camera Italiana Buyer Moda - The Best Shops**: "At last the consum-actor has taken centre stage! An event that represents a new identity process, and a new purchasing and imagination experience, making the most of the brands and their proposal. Milan must believe in this beautiful event, a powerful medicine for the renewal of Italian fashion. Nothing will ever be the same again!"

The success has also been confirmed by the digital and social media figures: 466 thousand impressions, plus several international influencers who took part in the event, like sneakers designer Salehe Bembury, singer Rochelle, moof the Callum Mullin; Amiaya, the DJ twins from Japan; creative director Eleonora Carisi, the singer-songwriter rapper Side Baby.

“We want to thank Undersecretary for Economic Development Michele Geraci, who, with MISE and ITA Italian Trade Agency, has backed the initiative, as well as our partners at Confartigianato Imprese, above all Giuseppe Mazzarella, Responsible at Confartigianato for internationalization, whose support has been crucial for the success of the trade-show. A heartfelt thank you to the newly-appointed President of ICE Carlo Maria Ferro, who, has immediately made himself available with undersecretary Geraci to open the trade-show”, so Massimiliano Bizzi, founder of WHITE STREET MARKET, who goes on to say: “...aside from the great satisfaction of having had, yet again as a team, the courage of organizing and developed an innovative formula, what has really impressed and thrilled me are the comments and words by the insiders who have enjoyed this event, stating that Milan must believe in it.”

Thanks to the success of the new format, developed in partnership with **nss factory**, **Probeat Agency**, **The Italian New Wave** and **Club to Club**, and with the support by media partners like **Radio DeeJay** and **Rolling Stone**, WHITE reasserts itself as the flagship event for the sector, owing to its capability to innovate and understand the evolution of the market and the needs of the businesses. A solid DNA with a vision and a brand-new feel, opening its doors to end-users too, thus creating a synergy between the buyer and consumer segment.

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