

WHITE MILANO AIMS AT SUSTAINABILITY AND NEW BUYER-ORIENTED PATHS. GROUND-BREAKING FORMATS TO BOOST RETAIL AND DIALOGUE WITH THE NEW PROSUMERS. THE IMPORTANT COMEBACKS OF BOTH ITALIAN AND INTERNATIONAL BRANDS REASSERT THE ROLE OF WHITE AND OF MILAN AS INTERNATIONAL CORNERSTONE FOR WOMENSWEAR

WHITE launches GIVE A FOK-us, a sustainable hub to focus attention on blockchain technology, innovation and circular economy. Two brand-new sections, Knit Lab and Lounge | Sphere, are debuting at this upcoming edition. From Australia lands this year's Special Guest Strateas Carlucci. Important comebacks - like Clergerie Paris and Circus Hotel - confirm the role of Milan and of the tradeshow as the fashion event that can't be missed.

A spotlight on **sustainability**, a **focus on research and international scouting** with a targeted **brand mix**, capable of **renewing the offer of the stores and communicate with the new generations of consumers**: these are **WHITE Milano's** assets, the trade-fair **under the aegis of the Municipality of Milan**, which from **22nd to 25th February 2019** is going to showcase **514 brands**, out of which **342 are Italian** and **172 international**, in the four locations of **Tortona 27 | Superstudio Più, Tortona 31 | Opificio, Tortona 35 | Hotel Nhow and Tortona 54 | Ex Ansaldo BASE**. To cater for the needs of an audience of insiders and trend searchers constantly looking for novelties, WHITE has conceived new-fangled exhibiting formats featuring targeted product paths and pioneering projects, with marked digital focus, so as to work and grow with the retailers and brands relying on an increasingly international Milan, always rich in proposals. Among this edition's new-ins: the sustainable hub **GIVE A FOK-us | Focus on the Unfocused**", developed in partnership with **Confartigianato Imprese**. An experience in the universe of sustainability in the framework of a WHITE's most wide-ranging enhancement project, supported by **MISE** and **ICE Agenzia**, as well as **Camera Italiana Buyer Moda - The Best Shops**. The hub is under the **creative direction** of **Matteo Ward, co-founder of WRÅD**, brand that debuted at WHITE and was awarded the Green Carpet Award of Camera Nazionale della Moda Italiana. GIVE A FOK-us explores the relationship between Fashion and Nature and between Fashion and Society through an emotional and interactive format, in which the visitor is given a chance to gain a deeper insight into sustainability, innovation, traceability of the product and circular economy.

*«WHITE's DNA expresses a vocation for experimentation, capable of anticipating and grasping the changes in the fashion system - so **Massimiliano Bizzi, founder of WHITE Milano** - hence we have conceived an innovative project, zooming in on sustainable fashion, which also represents an important opportunity to dialogue with the new generations of consumers, which are paying more and more attention to the traceability of the fashion product. This is also an opportunity for the buyers, who can renew the stores' range with an environment-friendly offer. In this scenario, the role of WHITE - and of Milan - is critical, as it turns into the go-to platform for both Italian and international brands, which aim to be noticed and grow on a global scale, thus proposing a valid alternative to already consolidated labels. This is why offering our brands added value is paramount, we are thus working on a number of different projects, like visibility and business proposals harnessing the most innovative digital channels, and increasingly engaging the city of Milan as well as the international audience during the fashion week».*

«The fashion system is undergoing a revolution in which it is necessary to re-focus our activity, so that it caters for the real needs of a worn-out planet, of an exploited society and of the individuals - so **Matteo Ward, co-founder** of WRAD and artistic director of Give a FOK-us - “We are more and more stuffed with things that do not mirror our real identity. GIVE A FOKus proposes an emotional and rational path of exploration and rediscovery, developed with our partners DrawLight and Senso Immersive, to call everyone to action and shine a spotlight on sustainable innovation, circular economy, traceability and block-chain technology, which ultimately guarantee worldwide relevance to both the Italian fashion system and the world of retail. We are extremely glad that the Italians themselves have asked for this sort of development, as recent surveys have revealed. The data show that, while 82% of the population expects the labels to be transparent in terms of their production chain and environmental and/or social footprint, only two Italians out of ten (22%) think that the fashion industry satisfactorily informs the consumers on the impact of their production on the environment and on the world’s population».

In Tortona 27 | Superstudio Più debuts the area **Knit Lab**, dedicated to knitwear and its creative declinations. Special presence at the area is the cutting-edge knitwear of the brand **i-am-chen**, founded in Honk Kong by designer ZHI Chen in 2017: a young label that has already gathered consensus, it was indeed 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 of aesthetics and traditional manufacturing techniques to turn into the raw material for leading-edge creations.

Another important new-in is the **Lounge | Sphere**, the area that interprets one of the new trends of the international market: **home wear**. An innovative exhibiting space in which buyers and visitors alike can discover **loungewear and lingerie collections**, plus a Beauty proposal, with the pleasure of relaxing in a real lounge. Among the highlights at Lounge | Sphere, we can quote **Fantabody**, founded in 2015 by Carolina Amoretti, fashion photographer based in Milan, whose creations feature premium Made-in Italy quality in an eclectic mix of athleisure, lingerie, nightwear and beachwear. And yet again, **Marieyat**, lingerie, loungewear and swimwear brand launched by Maria Yat Wei Yeung, fashion designer born in Honk Kong, today based in London, to mention just a few.

«The two new sections - one dedicated to creative knitwear and the other to home wear - confirm WHITE’s vocation for research, driving them to keep exploring not only new potential markets and business opportunities for insiders but, above all, to spot the new fashion languages and declinations, thanks to the style and creativity of designers who are offered the best opportunity to showcase their collections to top international buyers - so Milan’s Councilor for Labor, Productive Activities, Fashion and Design Cristina Tajani, who goes on to say - the ability to constantly come up with new formats and theme areas, as it occurred with White Street Market at the latest edition of the menswear Milan Fashion Week, turns WHITE into the trade-fair with the sharpest focus on research and innovation. That’s why, year after year, the Municipality confirm its closeness to a project like WHITE, capable of forestalling styles and elaborating new cultures».

Thanks to the important institutional synergies of the fashion system, Milan reasserts itself as the ideal show-window for a global audience seeking pioneering styles and solutions. That’s why WHITE, which from its very onset has relied on an outstanding scouting activity, absolutely indispensable nowadays, for the first time has brought to the trade-fair Special Guest Strateas Carlucci, Australian brand named after its founders **Peter Strateas** and **Mario-Luca Carlucci**. The label, already famed abroad, winner of

awards such as the National Designer Award, presented by Tiffany & Co, to Virgin Australian Melbourne Fashion Festival in 2014, and the International Woolmark Prize, is going to showcase its collection within a special hall in Tortona 27 | Superstudio Più. The label's stylistic identity is capable of blending opposing elements, like sportswear and tailoring, in a fluid gender game, always rich in experimentations.

So Peter Strateas and Mario-Luca Carlucci: *«We are glad and excited that our brand has been designated as WHITE Special Guest. It is for us a great opportunity to show our collection to such a wide-ranging audience, so we are working to create something really special. The choice of an Australian brand, WHITE is a token of the international scope of WHITE's pledge to keep offering Milan a new reality, which literally comes from the other side of the globe».*

WHITE is also **synonym for Made-in-Italy quality**, and it represents the best Italian businesses, which **are promoting a contemporary concept of craftsmanship and know-how, developed in collaboration with Confartigianato Imprese**. In this framework, **WHITE Studio at Tortona 54 | Ex Ansaldo BASE**, is proud to introduce the generation of **new makers**, young emerging **designers**, who can blend savoir faire and innovative design. The latter are matched with top Italian retailers, which, in turn, become their ambassadors, so as to introduce them to their customers, both in-store and online. For several years the collaboration with Camera Italian Buyer Moda - The Best Shops has indeed been a key factor to promote these extraordinary, sometimes yet known, talents through a variety of channels, so as to generate a virtuous circle involving creativity, production and distribution.

*«Our participation in WHITE – points out **Giuseppe Mazzarella, Delegate for Internationalization of Confartigianato Imprese** – aims to show that craftsmanship is everything but a thing of the past. On the contrary, our fashion craftsmen hold the precious secrets of the made-in-Italy manufacturing tradition and, at the same time, are highly innovative and can harness the digital technologies to ride the new trends of the international markets. The new project Daily Loose, shines a light on the talented craftsmen, the pioneers of the sartorial creativity of the future».*

Under the banner of synergy, **Showroom Connection** keeps growing, the project launched to connect and promote the businesses and their showrooms at the trade-fair. WHITE has always aimed to be a crossroads between the brands and the showrooms, offering targeted marketing services, cutting-edge visibility, as well as offline and online communication, three modern-day ways of conceiving a tradeshow, which is not just a trade-fair anymore, but a true “talent network”. The format has become even more strategic, with labels like **TPN** and **Ainea** of **Elisa Gaito Showroom**; **Liviana Conti** and **Circus Hotel** of the **Showroom Abraham Industries**; **Free People** of **Aretè Showroom**; and also **Racine Carrée** with its directional showroom, **CT Plage** and **WP Lavori in corso**, which will be the protagonists of an innovative exhibiting concept, in keeping with the desire to bring together the show and the best showrooms of the fashion scene.

To further boost WHITE's retail/communication network, the **collaboration with Vogue Italia for the project #Shareable goes on**. The communication formula, inaugurated at the 2018 September edition, is enhanced through the trade-fair, under the creative direction of Condé Nast's special Content Creation Unit. Thanks to #Shareable, WHITE can offer a selected range of labels the opportunity to

harness a brand-new and innovative way to communicate, meeting the brands' need to have higher online visibility thanks to highly appealing photo and video contents, and offline, at the trade-fair, thanks to the creative set-up of the exhibiting spaces, according to the latest visual trends.

WHITE is also going to bring to the trade-fair some of the most interesting international showrooms, such as **Six London**, which relies on already consolidated names, like **Toga Pulla**, **Dorateymur**, **Martine Rose**, **Nicole Saldaña**, **Rombaut**, as well as the likes of Osman and Joshua Sanders. Schroroom, London-based **showroom**, is also present in the Tortona Fashion District with some of the most appealing designers of its stable, like Clio Peppiatt, **Kalissi** and the Israeli **Shahar Avnet**. Thanks to these new arrivals, scouting-conscious buyers will find at the Basement, beside the renowned aesthetic vanguards that have never missed an edition of the show, new and eloquent creative influences. This section hosts, within a Special Area, some of the most interesting designers, from Estonia, like **August**, **Guild**, **Kristel Kuslapuu**, **Liisa Soolepp** and **Triinu Pungits**, belonging to **Fashionavant Showroom**. Worthy of mention is also the presence of extraordinary names, like the London-based **Clio Peppiatt**, today one of the most exciting labels in the upcoming fashion scene, which, with sustainable creations featuring hand-made embroideries and contemporary femininity, celebrates her artisan dexterity and expertise developed thanks to collaboration with Alexander McQueen and Matthew Williamson.

Among WHITE's most distinctive assets, the **Special Areas**. They stand out owing to their exceptional exhibiting format, specially designed to make the most of the labels on show, such as **Parcoats Florence**, outerwear brand produced by Giovanni Allegri, under the creative direction of Simone Guidarelli and Masha Brigatti, born from the idea of creating a style crisis between parka and coat. **House of Mua Mua**, starting from the crochet dolls that have grabbed even Karl Lagerfeld's attention, a true brand ranging from knitwear to denim, from skirts to bags and accessories. **OOF** is going to stage at WHITE an explosion of energy with a special arrangement of shades and fabrics; **Attic and Barn** tell a tale of global contaminations and intercultural dialogue.

*«The issue of sustainability - explains **Brenda Bellei**, CEO of **M.Seventy** - is part of WHITE's DNA, which was the first, back in 2006, to introduce this crucial topic, and today is still promoting this scouting path with top international interlocutors. The buyers from across the globe, invited to WHITE thanks to the constant support offered by the Ministry for Economic Development, ITA-Italian Trade Agency and Confartigianato Imprese, will no doubt appreciate the excellence and sustainability of the labels on show».*

HIGHLIGHTS

T27 OVERVIEW

The core of WHITE and of the Tortona Fashion District is Tortona 27|Superstudio Più. An exhibiting hub that is also a crossroads of creativity, research and style vanguard. Among the novelties at the trade-fair, the comeback of **Circus Hotel**, already under the radar of several international magazines. The brand is the upshot of Gaia Zattini's creativity, who, in 2012, launched a knitwear capsule collection, and is today one of the most interesting fashion labels worldwide. Another remarkable brand is **Ainea**, belonging to Lanificio Becagli. The label is going to showcase at WHITE its collections focused on productive dynamism, seamlessly fine-tuned with the needs of the contemporary consumer. Feminine elegance and care for details are the keywords to access **Liviana Conti's** universe. At the show the brand

is going to bring to the fore a collection with retro allure, which reinterprets the style of the '70s with bright shades. **Valigi**, from the heart of Umbria, parade their made-in-Italy aesthetics inspired by naturalness, with organic raw materials and unequivocally essential design. Among the highlights of **Six London** at WHITE, **Osman** and **Joshua Sanders** stand supreme. The latter is the brainchild of Osman Yousefzada's inventiveness, who advocates an intellectual approach to design, with a cross-fertilization that blends different creative disciplines. Joshua Sanders, behind which hides the creative talent of Vittorio Cordella, mixes NY street style with Italian craftsmanship for a footwear brand that has turned into a true global cult. Parisian silhouettes and digital manufacturing techniques for **Sprung Paris 1931**, outstanding French furs brand, which is going to showcase at WHITE its multicolor creations. Independent and elegant, **Clergerie Paris** footwear merges an unconventional approach with the creativity of innovative materials for an exceptionally feminine upshot. The brand is part of a network of 15 independent boutiques in France, London, United States, Madrid and Geneva and is sold in the top luxury retailers and concept stores worldwide. The story of **Falorni Italia Le Borse's** premium leatherwear started in Tuscany, at the Trade-fair the maison parades its expertise made of precious weaves. Under the banner of made-in-Italy craftsmanship two leading names, **Ermanno Gallamini** and **Ibrigu**, in a Special Area. For the next winter season, the Gallamini woman will be clad in printed and embroidered capes; with coats made with precious yarns, like baby alpaca, baby lama, baby camel and merinos wool. There will also be a limited selection of garments made with a selection of exclusive fabrics sourced from the historical archive of Angelo Gallamini, designer and creator of the brand. The project Ibrigu revolves around three cornerstones: it is a family-run business, it is driven by marked sartorial passion, and it is made in Italy. The brand has fully entrusted the production to skilful craftsmen, who draw, cut, sew and embroider to generating garments made with utmost care. Another Italian highlight is **Xacus**, first-rate shirt brand, which from Vicenza exports the its "know-how" all over the world.

KNIT LAB

A yarn – a woollen yarn – draws buyers and insiders to the first floor of Superstudio Più. Here, **Knit Lab** brings together the most creative knitwear on the market. This is a space featuring ground-breaking layout, designed to host a careful selection of international knitwear labels. Among the highlights in this section, **i-am-chen's** leading-edge and colourful design stands out, label launched by fashion designer ZHI Chen in 2017, finalist at the International Woolmark Prize 2018/2019. Her presence lends the location a high-end futuristic flair. This is the venue where the timeless aesthetics of the French **Vitos 1925**; the futuristic knitwear hybridizations of the very Italian **Mario Caruana**; the independent hyper-femininity of **Maevy Concept** intersect. A further assist to the Knit Lab comes from the presence of **Paris Essex**. The name encloses the origins of the two designers Carolyn Clewer and Tiphaine de Lussy, who at WHITE are going to showcase a highly creative installation in which aesthetics and traditional manufacturing techniques overcome the boundaries of knitwear. A look into the creative esprit of **NotShy**, Paris-based label already well-known owing to its exceptional aesthetics. The 2019 winter features the big knitwear classics: bon ton and tricot, with man's flair and the large-rib knits inspired by vintage tricot. The top model Malgosia Bela is the face of this label, which today can boast a network of approximately 30 flagship stores – with new opening looming at the horizon - and which proposes a cashmere colour chart with as many as 30 nuances. **Karin Rocke**, who can boast important collaborations with Tom Ford and Stefano Pilati, is going to stage at WHITE her vision of knitwear:

sophisticated and ultraclean. The production of the brand brings together the best of two worlds: the Italian and German one. **Aldomartins**, from Spain, bring to the show their knitwear featuring cosmopolitan flair.

LOUNGE | SPHERE

In the **Lounge | Sphere**, making its debut in the Tortona Fashion District, WHITE explores the home wear segment, which is gaining momentum worldwide. This is a leading-edge exhibiting space, gathering the most innovative expressions of loungewear, outstanding lingerie, as well as a focus on beauty-care. Among the brands on the first floor, **Fantabody**. Its founder - fashion photographer Carolina Amoretti - has seamlessly blended athleisure, lingerie and beachwear in an eclectic and innovative manner. **Marieyat**, expression of a cross-over that combines lingerie and loungewear, expresses at WHITE a personality consisting of modern design, natural materials and seamless fit. From Marseille, the lingerie by **La Nouvelle**, marked by class and naturalness. Alix de Moussac, the designer, reveals an essence with rock notes, fading to evanescence. **Carami**, which despite its name is absolutely Italian, combines in its collections the refinedness of the lingerie and the dynamism of active wear, underwear can thus turn into striking outerwear. **Mirror in the Sky**, from Barcelona, redefines the concept of cashmere, mixing a love for the Himalaya and the finest fibers of this precious yarn, with traditional craftsmanship and contemporary design in every single every creation. Among the highlights of the beauty section, the essences of **Calé Fragranze d'Autore**, collection of parfums created by Silvio Levi. **Danhera Italy** tells a story of harmony between fragrance and technology, quality and everyday life. **Histoires de Parfums** is an olfactory library recounting the stories of the characters, the sophisticated raw materials, and of the pure inspiration of Gérald Ghislain, the master and creator of the brand.

INSIDE WHITE

One of the most interesting areas of the trade-fair is Inside WHITE, section designed to bolster the **dialogue** between the new talents of the fashion system and the international buyers. The creativity of labels like **A-Jane** and **Price On Request** is going to make waves. Alice Jane launched her eponymous brand in 2016 as an experimentation of colours, lines, shapes, wefts and proportions to deliver the right visual impact. Price On Request is a collective founded by Gala Marija Vrbancic in Croatia in 2016. The brand combines fashion design with sustainable production, with collections focusing on functionality and sustainable consumption. **Sveta**, label founded in 2014, offers a modern interpretation of femininity, with comfortable silhouettes, neo-grunge elements and romantic notes. These are some of the talents of the area that cannot be missed. This year, the **Inside White Award** will be awarded by Cesare Tadolini, owner of the boutique L'Incontro in Modena, on sunday the 24th.

T54 - STUDIO

Opposite Superstudio Più, a consolidated location within WHITE's exhibiting path. Tortona 54 | Ex Ansaldo - Base is the flagship hub hosting the likes of **Paloma Barceló** who, from the south of Spain, reverberates across Europe and beyond with stylish and flamboyant footwear. **United Nude** introduce a concept of futuristic structures for highly impressive footwear. Despite the name, **American Vintage** is unquestionably French, both in terms of roots and its vision of womenswear. At WHITE the label is going to parade its clean aesthetics with vintage flair. **Free People** - protagonist of a special area - features romantic and Bohemian panache. In the unmistakable hôtellerie-like design of CasaBASE a new edition of WHITE Studio goes on stage, focusing on the proposals by the most representative brands of the nouvelle Vague, of the Italian ready-to-wear, in one of the most buyer-oriented areas of

the trade-fair. Eleven apparel and accessories labels are matched with as many Italian boutiques for B2B meetings between makers and retailers. This project also represents a chance to confirm the commitment by the most important Italian buyers to back independent fashion and its protagonists. The connections at this edition are: Biffi Boutiques, Milan, with **Beltepà**; Claudio Betti - Spinnaker from Alassio and San Remo –with **Caterina Moro Roma**; Gianni Peroni, G&B Flero and Lagrange 12, Turin, with **Sel D'**; Giacomo Vannuccini, owner of Tricot, in Chianciano Terme, with **Sartoria 74**; Beppe Angiolini of Sugar, Arezzo, with **Lorella Greco Alternative Artistiche**; Stella Falautano of A Piedi Nudi nel Parco, Florence, with **Art 259 Design**; Daniela Kraler - Franz Kraler, Cortina and Dobbiaco, with **Toffee Bag**; Sabina Zabberoni owner of Julian Fashion, Milano Marittima, with **Rossorame**, and, last but not least, Noir, Treviso, with **Carmelo Morello** and Nida, from Caserta, with **Cettina Bucca**; Giorgio Dantone, Daad Dantone Milan, with **Silvio Betterelli**.

TORTONA 31 | OPIFICIO

This is WHITE Milano's newest location, nonetheless it features a well-defined physiognomy, both in terms of brands on show and atmosphere. With a number of exhibiting areas, Tortona 31 | Opificio brings under the same umbrella different areas for different fashion messages. Also, in this exhibiting hub, the active support offered by Confartigianato Imprese has been essential to develop first-rate esthetic projects. The selection of eco-friendly designers -on stage in Archiproducts - is curated by WHITE with **Cittadellarte - Fondation Pistoletto** for the sustainable project **Fashion B.E.S.T.** The label are: **Tiziano Guardini**, **Bav Tailor**, **Flavia La Rocca**, **Fraenck by Ho&Mulder**, **Yekaterina Ivankova**. Archiproducts also hosts outstanding labels like **Matteomars Firenze**, brand named after the shoemaker, who has collaborated with Sergio Rossi and Antonio Berardi, Elie Saab and Emilio Pucci. Here goes on stage the second step of the synergy between WHITE and **Flanders DC - Flanders District of Creativity** - the Belgian platform supporting and promoting young creative businesses. At this edition: **Annick Van De Weghe**, imbuing western wardrobes with South African culture with her Lesotho blanket/coats, and instills vintage jewels with new life. **Helder** focuses on the combination of contemporary style and sustainability, with a collection made with biological and recycled fabrics. **Morobé's** footwear line is central to every outfit, with distinctive design and hand-made manufacture. **Toos Franken** puts the emphasis on the details and impeccable quality of the fabrics, combined with perfectly-cut garments. **LN Knits** warm us up with their alpaca jerseys, hand-made by Peruvian craftswomen. **Just in Case** zooms in on female romanticism, for a wardrobe featuring prints from sports labels. Aside from the connection with the Belgian fashion, confirms their collaboration between WHITE and Archiproducts Milano to welcome the creative talents of the Italian womenswear trade-fair. White 2019 inaugurates a new "Archiproducts experience" with focus on the relationship between fashion and design, two realms that are closely connected, and here can dialogue within a constantly evolving layout. As the first showroom of the network, Archiproducts Milano is the creative hub that, all year round, hosts presentations, international workshops and meetings dedicated to Architects and Designers. Thanks to Confartigianato Imprese active support, at the February 2019 edition, WHITE presents the project **Daily Loose**: a unique fashion mood in two different areas of Tortona 31 | Opificio: **Showroom 31** and **Quattrocento**, within exhibiting spaces which have been specially selected to cater for the needs of both the national and international buyers, as well as the communication requirements of the brands selected. Daily Loose's concept focuses on style, with fluid lines for apparel and accessories that combine aesthetic refinedness, wearability and comfort, hence ideal for a wide range of occasions. A markedly multi-faceted and contemporary mood, capable of transversally uniting the trends, the

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genres and the targets, hence the perfect fil rouge connecting different venues. At this edition, the path in Tortona 31 | Opificio, is joined once again by **forte_forte** showroom.

TORTONA 35 | HOTEL NHOW

In the design set of hotel Nhow the latest womenswear evolutions. This venue will be home, among others, to the joyful esprit that designer Guillaume Gaveriaux lends to his brand **Urbahia Paris**; to **La Fée Maraboutée** and **Frnch Paris**. **WHITE Bijoux** offers precious suggestions with the likes of **Marcela Salvador**, **Gemma Alus**, **Alice Visin** and **Noshi**, all showcased in Tortona 35.

For further information:
Raffaella Imò
Press Office & P.R. Manager
WHITE Trade Show
Ph +39 02 34592785
raffaella.imo@whitepress.it

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THANKS TO BONAVERI

