

WHITE MILANO: SUSTAINABILITY, NEW AREAS PLUS A WINNING AND CAREFUL BRAND-MIX WIN THE SHOW +4,8% VISITORS. THE BUYERS HAVE INCREASED TO + 2,3%

The 25.256 turnout of buyers and insiders once again goes show WHITE's role as a landmark platform. Thanks to a well-balanced brand mix, the new areas and a focus on sustainability, the Show has bolstered the retail and the dialogue with the prosumers. Buyers at + 2,3%, with those from abroad reaching +6,8% , and the Italian ones +1,4%.

Innovative, dynamic and with 25.256 visitors. We can thus summarize this edition of WHITE Milano, which has just drawn to a close and has seen **an increase in buyers and insiders attendance by more than 4,8%, compared to last year's edition.** More in detail, the buyers have grown **by 2,3%, the international turnout has grown by 6,8%, while Italy has grown by +1,4%**, as compared with the February 2018 edition. The trade-fair, **under the aegis of the Municipality of Milan** - on stage from 22nd to February 25th - **has relied on sustainability, new areas and a careful brand mix to win the challenge of the next Autumn-Winter 2019/20.** It has been a success, considering that the show has seen the presence of top international buyers like **Printemps** and **Spree**, from France; **H.Lorenzo**, **Elisa B.** and **The Voyager**, from the USA; **The Outnet.com** and **Studio 120** (UK); **Andrews** (Canada); **Doshaburi** (Spain); **Tsum** (former Soviet Union); **Onward** from Japan and many others. There has also been a notable attendance by the **international press**, which **has reached 1.200 units.**

*«The dynamism of this show is the upshot of a successful combination of scouting activity, new exhibiting hubs and also of a project marked by a highly cultural profile, such as come GIVE A FOK-us - so **Massimiliano Bizzi**, founder of **WHITE** - This effort has been noticed and valued, the feedback by the buyers was very positive, they have indeed defined it a well-targeted tradeshow, which can be easily interpreted. Also the presence of political leaders at the inauguration sanctions WHITE's role as a strategic platform during Milan's fashion week. Edition after edition, we represent approximately 550 businesses, which believe in the power of our projects».*

One of the most innovative assets of WHITE has been GIVE A FOK-us, sustainable hub developed **in partnership with Confartigianato Imprese**: an experience in the universe of sustainability within the framework of the wider project of enhancement of WHITE, **supported by MISE and ICE Agenzia**, as well as **Camera Italiana Buyer Moda - The Best Shops**, under the artistic direction of **Matteo Ward**, co-founder of the green label **WRAD.**

Two new theme areas, **Knit Lab** and **Lounge | Sphere**, have opened a wide perspective on leading-edge knitwear and homewear, expression of loungewear and lingerie, combined with the beauty proposal.

And then again, an increasingly important project: **Showroom Connection**, conceived to **connect and promote the businesses present at the show with their showrooms**. Also at this edition, the format has relied on the collaboration of Vogue Italia through the project #Shareable, under the creative direction of the Special Content Creation Unit of Condé Nast. The brands involved in the initiative have been: **Parcoats Florence, Circus Hotel, Racine Carrée, Ainea, Liviana Conti, Strateas Carlucci, TPN e TPN x Lotto, Duvet Firenze, Free People, C.T. Plage**.

WHITE corroborates its asset as a **global show-window, fine-tuned with the aesthetic vanguards**, with **Special Guest Strateas Carlucci**, Australian brand featuring a marked style identity, blending sportswear and tailoring.

Important comebacks, such as **Clergerie Paris** and **Circus Hotel** have also confirmed Milan and the tradeshow's role as an international fashion system event that just cannot be missed.

Cesare Tadolini - owner of the store L'Incontro in Modena - has awarded the brand **Sveta with the Inside White Award**, owing to their ability to reinvent the female wardrobe with eclectic and highly representative items.

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Milan, February 25th 2019