

FASHIONREBOOT@WSM

*In the framework of Milano Moda Uomo's relaunch project,
WHITE STREET MARKET evolves into WSM*

WHITE, in collaboration with **Confartigianato Imprese** and **Camera Nazionale della Moda Italiana**, thanks to the support of the **Ministry for Economic Development** and **ITA Italian Trade Agency**, in the wake of the success of the **January 2019** edition, launches the second step of the evolution and relaunch project for **Milano Moda Uomo (Milan's Menswear)**.

During **Milan's Menswear Fashion Week**, due from **15th to 17th June 2019** in the fashion district in **Via Tortona**, **WSM** opens the doors to insiders, as well as the whole fashion crew. **WSM** is the acronym of **White Street Market**, where the **S** stands not only for contemporary street fashion, but also for sustainable and glamour fashion, with connections with the sportswear.

This collective initiative, staging a wealth of single activities during the 3-day show, **will have a major impact on the possibilities for development of the fashion businesses** partaking in **MFW**.

At the location in **Superstudio Più**, **WSM**, **under the Aegis of the Municipality of Milan**, goes on stage with **Fashion reboot** and **GIVE A FOK-us Water**, while, at **Ex Ansaldo | BASE**, **Camera Nazionale della Moda Italiana** makes its asset available for the launch of young international brands.

WSM, with an exhibiting surface of **10.000 sq.m.**, confirms the numbers of the **January** edition in terms of exhibiting brands and awaits over **15.000** visitors. The calendar boasts over **50 activities**, twice as much compared to **January 2019**, including happenings, events presentations, workshops, and **14 appointments** in the talk area.

Among the players on stage, **Converse**, **Foot Locker**, **Fila**, **Vivienne Westwood**, **Freitag** and **Candiani Denim** are worth a mention. Each one of them is the protagonist of special activations; plus fashion labels like **Wråd**, **Movitra**, **Vanta Design Studio**, **Fantabody**, **Human with attitude**, **Venividivici**, **Simon Cracker**, **Ottomondi**, **Enclave Monarchy**, to mention but a few.

The new format embraces cutting-edge brands, small and medium-sized artisan businesses, well-established and eminent fashion maisons and emergent names - which represent the strength of the project – and, thanks to this project, bringing together the sector’s players, will directly meet the brands and top international buyers.

The project will allow to discover the latest and leading-edge fashion trends, explore the territories of new media, music and contemporary creativity, as well as their relationship with current lifestyles and new consumption modes.

The goal of the project is the enhancement of the role of Milan on the international fashion Week scene, so as to respond competitively to the other fashion capitals.

«Thanks to Confartigianato Imprese and MISE – explains Massimiliano Bizzi, founder of WHITE – we can keep on experimenting with the new B2B and B2C formula, which, as it happened with the design week, may well be the true innovation also for fashion, which shows a clear need for strategic change. The new philosophy of sustainability may gradually change the consumer’s purchasing habits and perception».

Among the big names at WSM, the irreverent and daring **Vivienne Westwood**. At WSM her social commitment is celebrated through an installation that, among trees and famed lines, presents the Slogan Tee, inspired by the legendary: “**buy less, choose well, make it last**”, and also the co-lab **24 Bottles x Vivienne Westwood**. Both the T-shirt and the 24 Bottles with Vivienne’s serigraphy can be purchased.

“Confartigianato – the President of the Confederation Giorgio Merletti points out – keeps on supporting the relaunch project of Milan’s Menswear Fashion Week, aiming to making the most of the excellence of contemporary Italian craftsmanship: a synthesis of workmanship tradition, design and technological innovation capable of intercepting the international markets’ latest trends. Tradition, expertise, creativity, flair, and made-to-measure are the features that make the products by the Italian handicraft firms famous and coveted across the globe. The data confirm this: in 2018 the exports of our micro and small-sized fashion enterprises were worth 52,7 billion Euro, with a 3,3% growth compared to 2017, a record number unequalled by the other sectors”.

Converse has selected young creative designers sharing two elements: creative renewal and eco-sustainability. Hence the decision to involve RED and APJP. Rediet Longo, alias **RED**. In his troubled childhood and adolescence, art has always been a protagonist in Rediet’s life, until it

became his only form of communication. RED, which stands for COLORED, is hence a motto, a cry for positivity. Today Red is a very young artist and designer, renowned all over Europe owing to his unique ability to customize existing items and objects. In line with Converse course “There is always a way to revamp what we do”, **Rediet, on 15th June, will be the protagonist of a performance in the Converse area, and forge a canvas from offcuts of a canvas by old Chuck Taylor and recycled plastic. APJP** is the fusion of two creative personalities: Alberto Panocchi and Joelle Pomioli. The idea for the project stemmed from a daily-life inspiration: Alberto’s favourite jeans had been damaged by a machine wash, hence Joelle used her creativity and some bleach to revamp and save them by creating an artwork. APJP stems from the idea of not dumping the garments that have a past, giving them new life by means of washing, colours, plastic, waste. “There is always a way to renew what we do”. On 16th June, Alberto and Joelle will give way to an **artistic performance in the Converse area, in which they will reinstate denim canvasses, in partnership with Candiani.**

Candiani Denim has turned sustainability into its banner. At the event in Milan the Ingredient brand that supplies the topmost worldwide labels with premium denim, will be present with a pop-up store in the theme of their store, recently opened in Milan, which aims to be a space dedicated to the popularization of denim. The presence of Candiani Denim at WSM does not end here. Also **the installation Blue Waves, showcasing the best of the denim universe,** and aims to reduce the water consumption and the use of chemicals, is powered by Candiani Denim.

The universe of denim is spiced up by the participation of **Evan Rossel** and **Dee Rosse** with the artistic project **Hairy fools & Rosse**, a live action painting performance, both on a specially set up wall and on Candiani’s denim. Moreover, they will interact with the audience by painting the spectators’ garments.

The Swiss brand **Freitag**, launched in 1993 by the two graphic designers Markus and Daniel Freitag, makes bags and accessories from old truck tarpaulins, regenerated inner tubes and safety belts, and takes **to the event a workshop on the bag Miami Vice.** Spectators can choose and have the iconic shopping bag made live at the show with the materials showcased by the Swiss label.

Exkite, the upshot of Renzo Mancini’s phantasy and passion, is the protagonist of an event combining sartorial and music performance. In a live performance of approx. 20 minutes, a musical jacket will come to life, staging the sounds of the sea, of the wind and of a sail, followed

by some instruments and a sampling of the garment. This music, rich in marine and sartorial suggestions, will accompany the jacket forever and, at the end of the performance it will be possible to purchase it. What's more, the new collection is also on display in the label's booth.

Basketball comes into play at WSM with Da Move's crew, reference point for freestyle in Europe. The performers will enliven the basketball court, specially set up in Superstudio Più, with their artistic talent and athletic skill, and the active involvement of the audience.

Basket is the core theme of the meeting at **WSM between Foot Locker and Bodega Rose**. The big players, specializing in the sale of sportswear and sneakers, have chosen the creativity of American artist and designer **Olivia Rose to stage at Superstudio Più a series of workshops encompassing sport, fashion, design and flora**. In a specially designed setting, the designer from New York will transform basketballs into planters, shining a light on the special consonance between the global sportswear leader and the artist. **THE activation of this concept project will simultaneously take place also in the Foot Locker store in Corso Buenos Aires**, thus bringing this cross-fertilization of contents across Milan.

New entry Nove25, as well as showcasing its new and sophisticated collections, reveals the new version of **MYNOVE25, the first Jewelry Configurator to allow consumers to design their own fully customized jewel**. A live and unique experience, which allows creating live a jewel as never before. Clients and buyers will have a chance to discover and experiment with this innovation, which is globally defining a new technological standard for the creation of custom-made jewels.

3Rd Eye Showroom, a concept showroom strategically placed between Europe and Asia, takes to WSM a selection of brands like **Venividivici, Enclave Monarchy and Simon Cracker**, as an expression of their globalized vision of the market, whose work focuses on designers having innovation and creativity as core philosophy.

Other highlights at this edition are brands like **Lamilanesa Made in Milan**, a project unique in its kind, born from the will to promote eco-sustainability and focussed on recycling. With its line of bags made from recycled materials it is capable of telling two stories, the past and present one. **Other remarkable players are Spektre, RBRSL, The Bags and Neige.**

The evolution of GIVE A FOK-us, sustainable hub launched in February 2019 at WHITE Milano, also **marches on**. Under the **artistic direction of Matteo Ward**, GIVE A FOK-us **turns**

into **WATER**. The artistic installation **Get in Sync**, conceived by the **immersive studio DrawLight**, aims to trigger better self-awareness through art, technology, creativity and science.

Strictly connected to this project **the activation of an installation with fishing nets from which the yarn ECONYL® is made, nylon regenerated from plastic sourced in the sea.**

WSM also supports the **sustainable development goals adopted by the world leaders of the United Nations**, through an **educational and cultural project promoted by Fondation Pistoletto - Cittadellarte and the brands from the platform Fashion B.E.S.T.**, with creations by: **Flavia the Rocca, Tiziano Guardini, Yekaterina Ivankova, Blue of a kind, Juan Carlos Gordillo, Teeshare, Licia Florio**. The installation **Terzo Paradiso (third paradise)**, more precisely, is made from event posters, with the participation of the students from Milan's fashion schools". *From Manifestation to ManifestAction*": this is the meaningful motto inspired by the theme of Water, which Fondation Pistoletto - Cittadellarte and Fashion B.E.S.T. are going to present at **WSM**.

WHITE partnership with **Fashion Revolution and Marina Spadafora**, which started with **GIVE A FOK-us** in February 2019, also goes on. At **WSM**, a dedicated lounge opens a window on the first global movement dedicated to sustainable fashion. Through this hub it will be possible to discover and get to know this organization, also through the purchase of their publications, for sale for the first time in Italy.

The Dutch collective – present at **WHITE** **thanks to the support offered by the Embassy and General Consulate of the Netherlands**, **puts on show sustainable micro-worlds**, like **Gumshoe & Xplct Studio**, whose shoe soles are made from recycled chewing gum or **Flocus**, zooming in on dyes sourced from microorganisms. **Maium** makes waterproof products from recycled plastic bottles, while **M-Bag** produces bicycle bags, to boost the use of this ecological means of transport. **Fashion For Good** is, on the contrary, a global platform for the innovation of sustainable fashion. «We are glad to collaborate with **WSM** – **declares Consul General, Johan O. Verboom** – We are going to represent the Netherlands with a series of premium labels, such as **Maium, M-Bag, Flocus, Fashion for Good and Gumshoe**. Through them, we aim to inspire both the businesses and the consumers to contribute to a fairer and more sustainable future for fashion».

Water meets sport with surfing. At **WSM** a series of documentaries and workshops focussing on this sport in connection with sustainability, thanks to the presence of the likes of **No-Made Boards** and **Trash Surfboards**. **François Jaubert**, founder of **Trash Surfboards**, has always been at

the forefront of green innovation and has developed a concept based on products and recycled materials for a more creative and sustainable surfing industry. WSM WHITE will stage a workshop on surfboards made from recycled cardboard. The very Italian **No-Made Boards** takes to the event **an artisan shaping room, in which wooden boards are made**. To further bolster the link between Sport, Nature and sustainability: the presence of **Surfrider Foundation, whose mission is dedicated to the safeguard of the world's oceans** and shores.

As usual, there is a rich programme of talks on WSM central themes. The three days of the event will be marked by several influential debates. On Saturday 15th June, a talk going under the emblematic title **Fashion Force, focussing on fashion as medium for social change**; to follow, in the afternoon, **Re-Fashion: it's not waste until it's wasted**; plus a focus on basket. On Sunday 16th: Water World and Digital Age, next, **Sustainable Accelerator and Denim Word**. On Monday 17th a **focus on start-ups and fashion schools** with NABA and the Polytechnic of Milan's School of Design, which are both educational partners of WSM.

Art lands at the show with WSM Gallery, curated by Marco Mantovani, aka KayOne, who has gathered the topmost galleries and artists in the national street art scene, with the likes of Kool Koor, Sharp, Blu, BO130 and M-City. A unique event, the first ever of its kind, which further connects street art with street fashion.

At **WSM**, a zoom in on the winners **of the Italian Fashion Talent Awards**. Thanks to the collaboration with **Confartigianato Imprese, the President of the fashion section Fabio Pietrella and the founder of the Milanese event Massimiliano Bizzi**, this year the six winners of the IFTA categories will avail of a collective space at WSM. Next, the event **Italian Fashion Talent Awards Lab – IFTAlab 2019**, in the framework of the “Programme of initiatives for the promotion and enhancement of the Made in Italy produced in Campania 2018 – 2020”, brings to Milan, for the Fashion Week, the fashion excellences from the Region Campania, as well as the best six young designers, winners of the IFTAwards 2018.

Also at this edition, **Banca 5 (Gruppo Intesa Sanpaolo)** is at WSM WHITE, with innovative simplified payment and collection services for a young clientele, and with the support to the event's projects.

Thanks to its participation in WSM, Banca 5 consolidates its leadership in the segment of small-sized financial systems designed to facilitate business transactions, hence boosting trade by issuing personalized cards for the tradeshow's visitors.

The Italian art photography goes on stage at MyOwnGallery. In June, the show “**Man on the Moon**” inspired by the theme of the **Ghost Book**, new editorial and multimedia project on Italian art photography, founded by Giorgio Racca. **Pier Paolo Pitacco**, well-known art-director and artist at Superstudio, owing to his several collaborations, and in charge of the project’s graphics and contents, explains: “Ghost presents uncommon as yet unpublished stories, alternating big names with emergent ones. The issue 5 of the volume, like the show, is dedicated to the 50th anniversary of the Moon Landing. Ten photographers illustrate through their pictures their personal take on the satellite. An evocative and charming exhibition, and a step in the right direction to create a community that shares the search for premium quality and can appreciate this valuable publication. On stage until 17th July.

The partners for Food&Beverage are Good Save the Food and Floristeria, which are all set to animate the garden of Superstudio Più in the three days of the event.

Also at this edition, the show has been developed in collaboration with Probeat Agency and nss factory.

For more info:

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