

## WSM: WITH FASHIONREBOOT AND GIVE A FOK-US QUALITY AND CONTENTS LOOK TO SUSTAINABILITY AND CULTURE

**WSM relies on culture and sustainability, with innovative projects that can dialogue with the future and talk to the new generations.** The event, under the aegis of the Municipality of Milan, is organized **in collaboration with Confartigianato Imprese**, and **with the support of the Ministry for Economic Development and ICE Agenzia.**

The first summer edition of WSM slightly differs from the winter one in term of visitors. It is not possible to draw a comparison with the June 2018 edition, as, back then, WSM was only a little section of the show. Noteworthy is the premium quality of the buyers, with the likes of: **Montaign and Market-Parigi, La Maison Simon-Quebec, Barney's Japan, Isetan-Tokyo, The Swank Shop-Hong Kong, Rubaiyat-Jedda, Beymen-Istanbul, Pointure-Beirut, LF Raum-Seoul, Flavour-Copenhagen, Takashimaya-Tokyo, Cntrlbnd-Toronto, Labels-Sittard**; while from Italy the involvement, among others, of **Rinascente, Biffi, Sugar, Penelope, Tessabit, Spinnaker.**

*«We are at the start of a path that will lead to the revamp of the menswear fashion week - declares **Massimiliano Bizzi, founder of WHITE** - and I am pleased that a team has been set up with Confartigianato Imprese, MISE and ICE Agenzia. This team is at full stretch - and I am enthusiastic about the path WSM has taken - and talks to the end-users with a B2C formula. What's more, tackling a topic like sustainability and having partners like UNO, Fashion Revolution and Fashion For Good has been a good omen; certainly the success of the talks and of the activities carried out shows that this path can, in the long-run, yield outstanding outcomes».*

Not only brands like **Vivienne Westwood and Candiani Denim, at the forefront in the crusade for sustainability.** This edition of WSM has also enjoyed the participation of important organizations like the **United Nations, Fashion Revolution, Cittadellarte-**

**Fondazione Pistoletto and Fashion B.E.S.T., Fashion For Good, as well as the Dutch Consulate with a pool of labels.** Particularly rich the talks schedule, which, in the three days of the event, have grabbed the audience's attention on important themes such as: **Fashion Force, Fashion as a medium for social change; Re-Fashion, it's not waste until it's wasted; Sustainable Fashion School, with the participation of NABA and Milan's Polytechnic School of Design,** both educational partners of the event. Not to mention the assets of **Converse, Fila, Freitag and Foot Locker,** which, with their special activations, animated the event. With happenings, events, talks and workshops, a total of **50 activities were staged.**

*«It was nice to be once again at WSM with many players, united, despite their diversity, by a common goal: the protection of the planet»,* so **Matteo Ward, art director of GIVE A FOK-us.**

WSM has hence proven to be an open window to the future, where companies can find new reasons to partake and real ideas to draw from to address, in their business plan, the issue of sustainability.

**Also at this edition, the event was developed with the collaboration of Probeat Agency and nss factory.**

For more info:  
Raffaella Imò  
WHITE Press Office Manager & P.R.  
Ph. +39 02 34592785  
[raffaella.imo@whitepress.it](mailto:raffaella.imo@whitepress.it)

Milan, 17<sup>th</sup> June 2019