

**WHITE and CBI TOGETHER TO
PROMOTE THE SYNERGY BETWEEN BRANDS AND
TOP RETAILERS INTERNATIONALLY**

The landmark Italian womenswear tradeshow and the celebrated Camera Buyer Italia are collaborating on a new format, with the contribution of Regione Lombardia, to internationally promote the top shops present in the region through the selection and the exhibition of the brands at the September 2019 edition

The new **co lab between WHITE and CBI, with the project Contemporary Window**, is all set to make its debut in September 2019, in **Tortona 31 | Archiproducts**. In the Tortona Fashion District venue, where design meets fashion, the two are going converge to internationally foster the synergy between brands and top retailers in Lombardy.

In this highly emotional scenario, **the trendiest brands - selected by CBI's top buyers - will animate the windows of the venue in Tortona 31 with specially selected outfits**, while special multimedia installations will illustrate the retail universe as well as the stores' heritage.

*«An important and constant synergy between CBI and WHITE – so **Francesco Tombolini, President of CBI** – which continues also in the September 2019 edition, aiming to share needs and goals, thus increasingly becoming a Community capable of conveying identity and messages to the end-users through the windows and the tradeshow alike».*

The first floor of Archiproducts will turn into a **meeting and networking point**, in which the **top Italian and international buyers and the worldwide press** can converge and exchange viewpoints.

*«In general, WHITE's activity, both in terms of Italian and international buyers – **declares Massimiliano Bizzi, founder of WHITE** – plus the fact that, at last, fashion tradeshow take place during the Milanese fashion week, is bolstering optimism, also owing to the biggest ever turnout. I am also confident that our top Italian buyers, so numerous and globally influential,*

are more motivated to search for novelties, therefore I am glad that we have started this close collaboration with CBI, right now that a new course of action has been taken».

*«Regione Lombardia strongly supports initiatives like this – so **Alessandro Mattinzoli, Councillor for Economic Development** – above all in a sector like fashion, in which Lombardy excels both in terms of the quality of its manufacturers and the importance of its trade fairs, which add prestige and visibility to the sector. These are important opportunities for growth also owing to their remarkable international appeal».*

The project will also be promoted and circulated on social platforms as well as on WHITE and CBI's multimedia channels.

For more info:

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