

SUMMER MOOD @ WHITE MILANO

WHITE Milano is the only Italian ready-to-wear trade show in the fashion system **that** can boast an **area fully dedicated to the beachwear**. What's more, **along its exhibiting paths, the trade fair**, under the aegis of the Municipality of Milan, **expands the creative account devoted to the summertime** by showcasing **several highlights** on the summer trends.

The appointment with WHITE Beach is back in September 2019, on the first floor of the Art Point in Tortona 27, with a wealth of novelties and segments, so as to offer visitors an all-embracing selection through **an increasingly precise and buyer-oriented format**, capable of grabbing the international insiders' attention. Furthermore, **also the hubs in Superstudio Più, Ex Ansaldo | BASE in Tortona 54 and Nhow hotel in Tortona 35 are dotted with new aesthetic suggestions for the Spring/Summer 2020**, with swimwear, apparel, footwear and accessories brands, whose leitmotif is the summer mood.

Among the coolest brands of the day, **Los Trapitos Al Sol** was launched in 2012 by Carolina Sanchez. The designer's creativity captures, in her creations, South America's chromatic sensuality, as well as the refined made-in-Italy design and manufacturing. A brand that instantly evokes the magic of the sun and the sea, **Emanuela Caruso Capri** is inspired by the pearl of the Mediterranean to create her sandals, symbol of a Made in Italy that combines the beauty of craftsmanship with creative innovation. **Frida Querida Firenze** is the swimwear label launched by designer Virginia Rodriguez. Sponsor of the Italian Water Skiing and Wakeboard Federation in 2016, this environmentally-conscious brand makes use of exclusively premium Lycra to forge alluring highly-performing models. **La Cabane de Stella** was founded in 2017 by Christel Boniface, fashion designer who values traditional objects and draws inspiration from her travels. The brand is indeed inspired by the rich craftsmanship cultures of the world, like hand-made and ancient printing techniques. Designed for women who value quality, beauty and care for detail, **VIX SWIMWEAR** daringly mixes the sensuality of Brazil with the allure of the West Coast and California. **Volantis's founders share** a passion for rare fabrics found in unusual places. The brand, launched in 2010 by Jonny Lawrence and Giada Alazraki, husband and wife, owe its fame to its feminine silhouettes, daring prints and refined glam.

The collection **Cotazur** has been conceived for classy women, with an eye for details, looking for distinctive items. The brand's designer Ilaria Antonucci, has turned the contamination of ideas into her signature style. The very logo, which reproduces the typical comb-shaped front part of the gondola, immediately identifies **Teod'Amar** birthplace: **Venice**. Moreover, a passion for handicraft and a constant search for quality and aesthetic flair have turned this fashion accessories and beach towels label into a flagship of the Venetian Lagoon. **La Nouvelle** is a new women's swimwear lingerie and home wear brand resulting from the fantasy of Alix de Moussac, who draws inspiration from the rarefied rock atmospheres of Marianne Faithful and Serge Gainsbourg's lyrics. **Exquisite J** was launched in 1993 and is the upshot of Giancarlo Ferrari and Francesco Bonamano's creative synergy. The contemporary style of the collection is marked by the use of natural, soft, feminine materials and the high degree of craftsmanship in every single item. Each and every creation is strictly made in Italy. **Anna Maria Blanco's sustainable swimwear** is synonym for passion, pure femininity and personality. The brand is one of the five represented at the Show in the framework of the project The Belgian Focus, the close-up on the Belgian fashion vanguard developed by WHITE in synergy with Flanders DC - Flanders District of Creativity - the platform that supports and promotes young creative firms.

For more information:

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Milan, 18th July 2019