

## WHITE MILANO CHOOSES LÙ

*Lucia Emanuela Curzi is the September 2019 edition's  
special illustrator*

**WHITE adds a further emotion to the September 2019 show:** the pure and energetic stroke of **polyhedral illustrator and art director Lucia Emanuela Curzi**, alias Lù. She will etch her style upon some of the areas of the tradeshow with an installation **specially curated for WHITE**, featuring her elegant and outgoing trait, marked by clear-cut back china lines and sudden sparks of colour.

Protagonist of the London and Milan creative scenes, **Lù has already fashioned for the tradeshow the iconic image of the next season:** a lithe and sinuous leggy girl, which **perfectly mirrors the aesthetic and leading-edge philosophy of WHITE MILANO.**

Lù's creative contribution to WHITE goes beyond the campaign image. With her sharp eye and pure flair, the illustrator has also sketched **four female icons that wholly embody the several souls of the tradeshow: contemporary, business-oriented, young and glam and street & fashion.**

*«Lù's creation lights up a spark in those who views it, that's why we have asked her to heighten the September edition with her illustrations - so **Massimiliano Bizzi, Founder of WHITE** - to add a further emotion to the show. Lucia's expressive talent is decisively in keeping with our vision of womenswear, hence it felt natural to us to have her showcase her creativity at WHITE».*

*«I am really glad I have designed and the campaign for the next edition of WHITE - says **Lucia Emanuela Curzi** - The creative realization stems from the idea of representing an elegant and sophisticated female image, while mirroring WHITE's values. An ethereal fashion image with ardent and charming gaze. I want to thank WHITE's team and, particularly, Mr Bizzi for the opportunity to partake in this project».*

Lucia works between London and Milan, collaborating with the likes of Yves Saint Laurent, Christian Louboutin and Tiffany, boasting publications on international fashion magazines such as Vogue and Harper's Bazaar, as well as a monthly column in InStyle. She started her career as a fashion illustrator,

ranking first in the competition launched by Hearst Magazine in London, showcasing a work of hers with the collective Paper & Scissors at Victoria & Albert Museum and then at the Tate Britain.

Her eclectic creative vein finds its highest expression in illustration and art direction, her concepts ranging with great versatility from video animations, to design and textile advertising.

For more info:

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