

THE INTERNATIONAL BUYERS HAVE REACHED +9% CONCRETENESS, GREAT CREATIVE ENERGY, CO-LABS, SIGNIFICANT GUESTS AND BRAND MIX ARE WHITE MILANO'S WINNING ASSETS

WHITE Milano keeps achieving outstanding results. The Tradeshow closes its September edition with 27.934 visitors (3% more than in September 2018). The buyers have increased by 2%, foreign buyers have reached 9%, while Italy has dropped by 1%. These data are to be ascribed to the great concreteness in the pavilions, with exceptional top buyers and brand mix; the creative energy in the international scouting; the selection of worldwide designers; the focus on sustainability; the new location and the important co-labs. All these assets, driven by WHITE, have, yet again, have shone a spotlight on the Tortona Fashion District.

Among the top worldwide buyers the likes of: from Europe, **Le Bon Marché** (Paris), **Galleries Lafayette** (Paris), **Harvey Nichols** (London), **Selfridges** (London), **Browns Fashion** (London), **Bongenie** (Zurich), **Paul Warmer** (Amsterdam), **El Corte Ingles** (Madrid), **Verso** (Antwerp), **Andreas Murukidis** (Berlin), **Fatima Mendes** (Porto). From the USA, **Intermix** (New York), **Kirna Zabete** (New York), **Jeffrey** (Atlanta), **The Webster** (Miami), **Johan Sheep** (Philadelphia), **Holt Renfrew** (Toronto). From Russia and Ukraine, **Bosco Dei Ciliegi** (Moscow), **Mercury** (Moscow), **Helene Marlen** (Kiev). Asia and Japan were present with: **I.T.** (Hong Kong), **Harvey Nichols** (Hong Kong), **Club 21** (Singapore), **Isetan** (Tokyo), **Barney's Japan** (Tokyo), **Daegu** (Seoul). From the Middle East, **Al Ostoura** (Kuwait City), **Be More** (Dubai), **Saks** (Ryad).

«An extraordinary edition - comments **Massimiliano Bizzi, Founder of WHITE** - not only owing to the remarkable increase in foreign buyers but, above all, to the their premium quality. This considerable outcome results from the great team work carried out by WHITE's staff, who have selected a brand mix capable of achieve the goal we had set ourselves, bringing to the fore the SMEs and underscoring their production cycle. This is a very important result for us and for the businesses that work with us. Milan, today, is going through a crucial stage for the whole fashion system, and this is the opportunity that we all have to seize, had we have to do so by working together. In my view, the aggregation of fashion must become fashionable».

The womenswear and accessories show - sponsored by the **Municipality of Milan** - reinstates itself as the go-to platform for the most leading-edge and the trendiest womenswear, also thanks to the backing offered by **MISE and ITA - Agenzia** (Italian Trade Agency) and the partnership with **Confartigianato Imprese**.

WHITE has brought to the fore the **Special Guest Munè's** new interpretations of the blouse; **Boyish's** sustainable denim, **Special Project** at this edition, and the iconic bags by **nana-nana, Guest Designer of the September edition**, the latter in connection with the important installation: **Akira Art Wall Project**

x nana nana / Katsuhiko Otomo x Kosuke Kawamura, at **Officina 31**, in Via Tortona 31, created to celebrate one of the most famed manga worldwide, Akira, conceived by Otomo Katsuhiko in 1982.

The new collaboration with **Camera Buyer Italia** - with the contribution by **Regione Lombardia** - has given way to the project **Contemporary Window**, in which **12 top buyers based in Lombardy and as many brands chosen by the buyers that have partaken in the project**, have animated the windows of Archiproducts, hub in Tortona 31 Opificio. Within the same multifunctional venue in **Tortona 31**, in the new location **Ex Carrozzeria**, the third appointment with **GIVE A FOKus**, **WHITE sustainable hub under the artistic direction of Matteo Ward**, which this time was divided into **5 theme areas: Water, People, Waste, Climate Change and Chemicals**. Like in the previous editions, **WHITE / GIVE A FOKus** has supported the **Sustainable Development Goals adopted by the United Nations world's leaders through an educational and cultural project promoted in collaboration with Fondazione Pistoletto - Cittadellarte and the brands of the platform Fashion B.E.S.T.**

The international creativity and innovation have garnered the praise of the audience, which has applauded the project **China Cascade**, with the highlights by **YOUPPIE!**, **Damawang**, **Selah**, **Pingsi Zhou** and **AMNUE**, but also the creative flair of **Gayeon Lee**, **Barragán**, **Nashe**, **Agarw-Ūd**, **FILLES A PAPA**, and of the **Arabian designer Nora Aytch**, whose presence has been possible thanks to the collaboration with **Diala Makki**, journalist and prominent media personality from the Middle East. Great focus also on: **Brazil Summer Fashion Milan**, section that gathers Brazilian brands from the North to the South of the country, as well as the Brazilian fashion designers based in Italy and brought to us by **the Consulate General of Brazil in Milan**, in collaboration with the showroom Senato 13. And then: **The Belgian Focus thanks to the partnership with Flanders DC**, the platform that promotes Belgium's creative businesses; and, last but not least, **the Portuguese new wave**.

The new course undertaken by the Basement has brought to the fore highly pioneering collections, also thanks to the presence of international showrooms like **Fashionavant Showroom** and **Dear Progress**, with the likes of: **Barragán**, **Nashe**, **Gauntlett Cheng**, **SECTION8**, **Wekafore**, **TTSWRTS**, the **Estonian designers August**, **Kristel Kuslapuu**, **Triinu Pungits** and **Lilli Jahilo**. Once again the framework of the connection between **WHITE Milano** and the most important showrooms, the unfailing success of **the project Showroom Connection @WHITE**, and the collaboration with **Vogue Italia with the project #Shareable**, under the creative direction of the **Special Content Creation Unit of Condé Nast**, which has involved brands such as the already mentioned Special Guest **Munè**; the Special Project **Boiysh**; **Laura Aparicio**; **FILLES A PAPA**; the Guest Designer **nana-nana**; **TPN e TPN X Lotto**, **Ancient Greek Sandals**, **Yuliya Magdych**, **Agua de Coco por Liana Thomaz**.

Once again the spotlight is on **INSIDE WHITE** and the homonymous award. The winner of the September 2019 edition is the new entry **Çaplait**, brand capable of combining in its footwear handiwork and edgy design. **Federico Giglio**, owner of **Giglio** (Palermo), has selected the winner and bestowed the

INSIDE Award. High-end arts and crafts have found at the Show their ideal stage, also owing to **the project Sicilylab, developed by WHITE in collaboration with the Regione Sicilia - Department for Productive Activities - funded by PO FESR.**

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