

WSM FASHIONREBOOT

THE FIRST PROJECT OF TRUE SINERGY AND NETWORKING FOR
ALL THE ACTORS OF SUSTAINABLE FASHION



Over the two days of the event - 11th and 12th January - the show held at BASE in Milan's fashion district, presented 80 brands, 10 workshops and 20 start-ups. Also Salvatore Ferragamo Museum and Fondazione Ferragamo have partaken for the first time in WSM show in Milan with a section of the show Sustainable Thinking currently on in their Florence headquarters. On show some of the precious archive models of the legendary maison.

Sustainability as propeller capable of gathering all the actors of the fashion system: from the institutions, to players like Camera Nazionale della Moda, **Camera Buyer Italia (CBI)**, **WHITE, consolidated and leading-edge labels**, innovative start-ups, as well as the universities. Together to make chance possible through a true collaboration aiming to launch a new paradigm of fashion in Milan.

At Tortona 54, **WSM WHITE SUSTAINABLE MILANO**, the first tradeshow fully dedicated to fashion design and sustainable innovation, has just come to a successful close, an event organized by WHITE thanks to the support of MISE and ICE – Agenzia, to the partnership with Confartigianato Imprese, and under the aegis of the Municipality of Milan. Over 4.000 visitors in just two days - including insiders and end-users, an audience of mainly young people. Matteo Ward is the creative director of the project, co-founder of the brand Wråd and artistic director of GIVE A FOKus, WHITE's sustainable hub.

WSM Fashion Reboot supports the **Sustainable Development Goals** approved by the leaders of the United Nations in 2015, through the cultural activity promoted in partnership with Cittadellarte Fondazione Pistoletto.

Ivan Scalfarotto (Undersecretary of State, Ministry for Foreign Affairs and International Cooperation, present at the opening of the show) has declared: "Italy is leader in fashion, and has always been committed to research and innovation.

WSM Fashion Reboot is the place where the growing offer of sustainable fashion, ethics and market demand converge. Italy has to keep playing a primary role also in terms of sustainability.”

So **Massimiliano Bizzi**, founder of WHITE: “We are delighted, as we have managed to engage all the players and the institutions to launch a message of change, which is irrevocable nowadays. WHITE has organized the first tradeshow allowing understanding what the market of sustainability can offer, a show capable of generating an effective network engaging firms, designers, suppliers of raw materials and services. A bold project that aims to become in the future a reference point for sustainability, open also to the big maisons that will showcase their sustainable capsule collections.”

Two days of workshops, exhibition of innovative fabrics and materials: a hub in which consolidated brands like **Vivienne Westwood** have worked alongside emergent designers like **Bethany Williams, Patrick McDowell, Helen Kirkum** and **Gilberto Calzolari**, start-ups and universities, all with the common goal of tackling the topic of the complex relationship between fashion and the environment.

Two innovative start-ups have been honoured at WSM smart contest, one owing to the best project, and the other owing to the best service.

ACBC, winner of the product category, has revolutionized the world of footwear by designing the ZIPSHOE, a shoe that can be transformed thanks to a variety of soles coming in different colours and textures. The brand will be the guest at WHITE’s February edition and will showcase its collection in a top Italian shop.

The prize for the services category has been awarded to **Staiy.**, platform that assesses and gathers sustainable brands. The firm will be rewarded with the communication addressed to the over 550 brands present at the February 2020 edition of WHITE.

Big turnout at the two talks organized by Camera Buyer Italia CBI on how the market of environmentally-friendly brands and the new vision of the buyers are evolving.

Heartfelt thanks to the partners of WSM Fashion Reboot: the Municipality of Milano, Fashion Revolution, Milan’s Polytechnic, Cittadellarte Fondation Pistoletto, A New Awareness and the media partner Lifegate.



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Milan, 12th January 2020



Ministero degli Affari Esteri
e della Cooperazione Internazionale

