



PROMOSSO DA

WHITE

WHITE promotes the first FuoriSalone of fashion with the events of Milano Loves Italy in collaboration with INTERNI during the Fashion Week.

From 24th to 27th September the first events in Milan's fashion multibrand stores with independent designers and Italian brands.

The movement MILANO **LOVES** ITALY keeps growing comprising, alongside Camera Nazionale della Moda, CBI-The Best Shops, Best Showroom, also the newly-born **association Alined (that gathers 9 more Milanese showrooms) and NIAM Nazionale Italiana Agenti Moda**, the innovative association of trade agents disseminated throughout the national territory, which can count on approximately 800 agents specializing in fashion. All these entities have joined forces to support Milano starting from the September fashion week. Hence the birth of the idea of **the hashtag #insiemesiamopiuforti and #iovadoamilano**, which efficiently conveys the will to make the most of all the synergies that Milan can put in place to go back to being an international reference point and destination for fashion insiders and stakeholders alike.

Settled on making Milan even more vital and dynamic during the fashion week, the movement has come up with **the idea of involving the fashion multibrand stores and some design venues to launch a calendar of events and presentations in support of the Italian businesses and those that produce in Italy.**

A project strongly endorsed by **Massimiliano Bizzi, founder of WHITE** and promoter of the movement MILANO **LOVES** ITALY, who has always valued the innovation brought about by Salone del Mobile. **Bizzi has commented:** «For years I have been witnessing Milan becoming more and more lively and dynamic during the Salone del Mobile, and thinking about the changes over the recent years, I have come to the conclusion that fashion, to interact with the new generations, needs to find a new format. During the design week Milan succeeds in being an engaging and inclusive city, capable of hosting lots of people and enabling them to experience a super energetic week. Hence the idea of involving Gilda Bojardi, Editor of INTERNI, who has immediately understood the potential of the project. Today, to achieve our goal, we have asked for the support of all the entrepreneurs to make this fashion week incredibly dynamic and open to the city. Just like design, fashion can reach a wider audience, and for the entrepreneurs this is an incredible opportunity. I strongly believe in this open-to-the-public format, which has always been in keeping with my approach, as I have already tried it out with events such as the fashion show in Piazza Duomo and the path to discover Milan's hidden churches».

So Gilda Bojardi, Editor of INTERNI: «I have accepted with great enthusiasm the invitation by Max Bizzi and Milano Loves Italy, promoted by White, for a project that aims to make the worlds of fashion and design increasingly dynamic and interconnected at topical moments for both sectors. The FuoriSalone, a project launched thanks to INTERNI thirty years ago, has turned out to be a lab

of ideas, creativity, spontaneity, enthusiasm on the part of many actors: businesses, galleries, show-rooms, and museums, thus generating a format that today enjoys worldwide recognition as the top international design event, crucial for anyone who wants to deal with creativity. We are glad to share our experience, so that the fashion week becomes a vital moment, open to the whole city of Milan and the design community».

The project – beside the involvement of INTERNI, the legendary interior, architecture and design magazine published by Mondadori, will enjoy the participation of **Beppe Angiolini** (Sugar and member of CBI- THE BEST SHOP) as **artistic director of the project due to start during the fashion week in February 2021**.

«I am confident that Milan will welcome this initiative with great enthusiasm - so Angiolini. A showcase disseminated throughout the city, designed to display the best of our made-in-Italy production, with special focus on the youngest and leading-edge brands. These are the entities that currently need events promoting turnout in the points of sale, so that they can make themselves known to the general public».

A first taste is held during the September fashion week, from 23rd to 27th September, with events at several fashion and design stores. Among the partakers: **10 Corso Como** that has **decided to support Vièn** with the new SS21 collection, merging fashion and music, the two great passions of Vincenzo Palazzo, creative director of the brand. To close the evening, a live set with international artists like LIM and Kelly Lee Owens. **Milaura**, concept store founded by Laura Poretti in September 2019, with the **Milanese** brand **JEJIA**; **DAAD** will showcase a new capsule collection by **Giovanna Cavagna**, while **Biffi Boutiques** – one of the Italian retail institutions – will devote one of its shop windows to the **accessories brand Maissa**. The path goes on with **Acca Kappa** (business of fragrances established in Treviso back in 1869 by Herman Krüll, whose initials inspired the name of the label) hosting the brand **Yekaterina Ivankova** with her sustainable fashion, down to **Magna Pars l'Hotel à Parfum** which, in the spaces of LabSolue, presents an olfactory path under the banner of "white" fragrances.

In order to illustrate this ambitious project Massimiliano Bizzi, Gilda Bojardi and Beppe Angiolini will be the **protagonists on 24th September 2020 at 5pm** of the talk **FASHION MEETS DESIGN**, exploring the possible creative synergies between fashion and design through reports, case histories, and projects from some of the most representative protagonists of the fashion and design industry. With contributions by **Cristina Tajani**, Councillor for Labour, Productive Activities, Trade and Human Resources of the Municipality of Milan, **Gilda Bojardi**, editor of INTERNI, **Massimiliano Bizzi**, founder of WHITE Milano, **Beppe Angiolini**, Advisor for Marketing & Communication for Camera Buyer Italia, **Emiliano Salci**, founder of Dimore Studio, **Andrea Incontri** and **Massimo Giorgetti**, founder of MSGM, the panels will be moderated by **Cristina Morozzi**. During the talk the pilot project will be disclosed, with the calendar of events starting on 24th September, and the next FuoriSalone of Fashion due in February 2021, with the collaboration of INTERNI and Beppe Angiolini.

For more info:

Raffaella Imò
Press Office Manager
WHITE
Tel. +39 02 34592785
raffaella.imo@whitepress.it