

WHITE[®]

MILANO

WHITE Milano is back under the banner of teamwork, support to the Made in Italy, and sustainability.

Over 200 brands on show at the trade fair, as well as sustainable fashion projects, such as WSM FASHION REEBOT and New Awareness, Altaroma, with a selection of designers from the latest edition of Who is on Next? 2020 down to the collaboration with Afro Fashion for “Exquisite Beauty - We are made in Italy, and Italy is made of us”.

Massimiliano Bizzi: « We have had the courage and the farsightedness to innovate starting from our own DNA. The true innovation is having launched a truly inclusive movement to support Milan and the fashion week. Milano Loves Italy marks the birth of FuoriTradeshow of fashion by White and Interni. Fashion opens up to the city».

The new edition of **WHITE Milano** – from **24th to 27th September** in the two locations **Superstudio Più in via Tortona 27** and **BASE Milano/ex Ansaldo al Tortona 54** - is back under the banner of teamwork with a brand-new format and new-fangled projects. Back in April, during the lockdown, Massimiliano Bizzi has become the spokesperson for the movement **INSIEME SIAMO PIU' FORTI**, which has gathered 5000 members among retailers and brands. Hence the birth of **MILANO LOVES ITALY**, which includes all the players of the fashion system, from Camera Nazionale della Moda, CBI-The Best Shops, Best Showroom, down to the newly born **association Alined Network and NIAM Nazionale Italiana Agenti Moda**, which counts approximately 800 agents specializing in fashion, disseminated throughout the whole country. Under the aegis of **WHITE** and **MILANO LOVES ITALY**, all these entities have joined forces to support Milan starting from the September fashion week. Hence the idea of the **hashtags #insiemesiamopiuforti and #iovadoamilano**, which conveys very well the will to make the most of all the synergies that Milano can put in place to go back to being an international reference point and a destination for all the fashion insiders. This vision has given rise to a more effectual and inclusive planning that begins with the tradeshow in the heart of the Tortona Fashion District – **backed by the Municipality of Milan** – and expands itself by opening up to the city with a calendar of events on the Milanese multi-brand stores. A first taste of the FuoriTradeshow of fashion with the collaboration and support of **INTERNI**. An initiative designed to make Milan even more vibrant and dynamic during the fashion week, and to **support the Italian businesses and those producing in Italy**. Alongside the **200 brands showcasing at the tradeshow in Tortona 27 Superstudio**, the first events involving several fashion and design stores are due from **23rd to 27th September**. 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. **Milaura**, concept store founded by Laura Poretti in

September 2019, with the **Milanese** brand **JEJIA** that will be at the tradeshow with a **special installation**; **DAAD** will showcase a new capsule by **Giovanna Cavagna**, while **Biffi Boutiques** – one of the institutions of Italian retail – will devote one of its shop windows to the **accessories brand Maissa**. The path goes on at **Bel** that bets on the knitwear by **Avant Toi**. **Acca Kappa** (business of fragrances established in Treviso back in 1869 by Herman Krüll, whose initials inspired the name of the label) will host the brand **Yekaterina Ivankova, Special Designer of White**, and her sustainable fashion, down to **Magna Pars the Hotel à Parfum** which, in the spaces of LabSolue, will present an olfactory path under the banner of "white" fragrances.

Massimiliano Bizzi, founder of WHITE and promoter of the movement **MILANO LOVES ITALY** has commented: *«The real innovation is the collaboration, the idea of different sectors joining forces, and the idea of a common project. An exceptionally hard time has resulted in the opportunity to reboot the tradeshow itself, starting from its DNA of scouting and research, with a number of special projects, as well as the support to the Italian brands. MILANO LOVES ITALY must culminate in a great project for our Milan, whose potential is still partly untapped. That's why, 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 dialogue 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 ».*

Gilda Bojardi, Director of INTERNI, has added: *«I have accepted with great enthusiasm the invitation by Max Bizzi and di 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 FuoriTradeshow, 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, **due to start during the fashion week in February 2021**, will enjoy the participation of **Beppe Angiolini** (Sugar and member of CBI- THE BEST SHOP) as **artistic director**.

«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».

The September edition of WHITE aims to launch a message of vitality and positivity. The physical show will be expanded through its digital interface. An event **supported by MAECI and ICE – Agenzia, thanks to the partnership with Confartigianato Imprese**. On show over **200 brands in Tortona 27 Superstudio Più** with special focus on the **Italian excellences and the brands producing in Italy**, protagonists of the area *Focus on Italy*. Among the Italian businesses in this special area, the likes of **Salar, Dieffe Kinloch, Blue of a kind, Edithmarcel, Federico Cina, Michele Chiocciolini, Gilberto Calzolari** down to **Delirious** eyewear, **The Bespoke Dudes Eyewear**, and **Maison Flâneur**, a “Made in Veneto” brand spearheaded Valeria Cremonese, to mention just a few. Again under the banner of the Italian know-how, White is all set to host at Superstudio Più **consolidated maisons and fixtures like Faliero Sarti, Attic and Barn, Oof, Roberto Collina, Transit par-such and Pierre Louis Mascia**: all Made in Italy labels that have chosen to invest in Milano and in the tradeshow to keep developing their business.

To bolster inclusion, the **collaboration with Altaroma**, which brings to WHITE - thanks to a dedicated event during the tradeshow - designers from the **contest Who is On Next?**, the international scouting format launched in collaboration with Vogue Italia. Among the partakers: **Francesco Murano, Gall, Dima Leu, Des Phemmes, Vaderetro, Zeroundici Eyewear, Roi Du Lac, Dalpaos**.

Thanks to the collaboration with CBI-The Best Shops, one of **Altaroma** designers will be awarded a prize, and will have the chance to showcase also at the February 2021 edition of White.

So **Brenda Bellei, CEO of WHITE**: *«Many have decided not to organize events and shows because of the Covid outbreak, while WHITE has taken the risk, we have risen to the challenge by putting in place all our assets, also by involving associations, showrooms, by launching several collaborations with associations and other fashion weeks, such as Altaroma. Thus we have succeeded in reigniting the fashion week engine to support our brands and build loyalty. We have launched a positive message, which is vital in this period. We believe that the whole economy will have to find new channels and new formulas to make the most of this moment».*

Another **important collaboration is the one with the association AFRO FASHION** (no profit association founded in 2015) that is going to present the **project “EXQUISITE BEAUTY - We are made in Italy, and Italy is made of us”**. A cultural format encompassing fashion and art to unfold a lesser known history of the Italian fashion industry, presenting and promoting **the best talents of the Afroltalian scene** with their spectacular diversity both in terms of style and expressivity. In the special hall at Tortona 27 Superstudio Più, the **collections by Joy Meribe, Frida Kiza** (brand launched in 2016 by Fabiola Manirakiza, designer originally from Burundi, but based in Fabriano, who pays tribute to Frida Kahlo with the name of her brand), **Karim Daoudi**, young talent from San Mauro who searches for exceptional materials and sewing techniques to craft elegant, though always functional, footwear. The designer will display at White his bags and clutches collection. Lastly, a few creations by the emergent talent **GisFab Design**. The venue will also host the artworks **by the artist Christopher Veggetti Kanku**.

So **Michelle Francine Ngonmo, President of Afro Fashion**: *«Being an Afroltalian designer means living and creating while drawing from this diversity. The Afro-Italian creations merge different colours, textures, fabrics ensuing from different traditions and cultural heritage, which result in something absolutely unique, new and contemporary: a new “Made in Italy”. Afro fashion is not a trend; it is the upshot of an identity coming from a cultural blend of richness, creativity and innovation. We invite you all to take a plunge into these collections and, most importantly, we are proud as Afroltalian to be able to state: We are made in Italy, and Italy is made of us».*

To further promote the talent of these young Afroltalian designers, **Stella Jean and Edward Buchanan** have decided to partake in Exquisite Beauty with a selection of their iconic outfits, while becoming the ambassadors of the movement Black Lives Matter in Italian Fashion with a collective of creative designers in the calendar of Camera Nazionale della Moda.

Research and sustainable innovation stand supreme – from **24th to 27th September**, with WHITE Milano, **WSM FASHION REBOOT at BASE Milano/EX Ansaldo Tortona 54** in partnership with **Confartigianato, with the backing of ICE Agenzia and Maeci**. An event unique in its kind, with a clear goal: **acting as a bridge between the culture of sustainability and the stakeholders involved**. The **S (for Sustainability)** of WSM Fashion Reboot takes centre stage with a message aimed at **encouraging innovation and research** for the sake of sustainable development. WSM Fashion Reboot is curated by WHITE’s team with **Matteo Ward, co-founder of the brand Wråd** and artistic director of GIVE A FOKus, WHITE’s sustainable hub, which keeps on developing this asset in the womenswear editions. The **new edition of WSM FASHION REBOOT** zooms in on the show **Health in Fashion**, and a series of talks and workshops **focusing on retail**, as well as the section **Focus on Italy**, dedicated to the **Italian businesses and those that produce in Italy**.

So Matteo Ward: *“Responsible design must be able to meet the real needs of the human kind, thus systematically striking the right balance between environmental, social and individual needs. In this edition of WSM we have focussed mainly on the personal aspect, reflecting on our new and rediscovered contemporary needs that the product and/or the textile service can meet. Project Re_Tail (re-tailoring the fashion industry) is the macro theme of this edition, which brings on stage tools, inspirations, technologies and services to define together a new starting point, pursuing a path that has been paved over the past editions and is particularly relevant today”.*

The **show Health in Fashion** discloses how garments can become an additional shield against bacteria and viruses. An extremely topical subject owing to the new technologies in terms of responsible development and people’s health. And to discover the **coolest names in the sustainable scenario at WSM, a focus on 10 designers** among which: **BEHNO** (founded three years ago by Shivam Punjya, who offers impeccable timeless bags), **Mozh Mozh** (founded in 2015 by Mozhdeh Matin) **Joao Maraschin** (Brazilian designer who places community and handicraft at the core of his brand), **Nous Etudions** launched by the Argentinian Romina Cardillo, whose aesthetics features rigorous monochrome and oversize minimalism. **Chitè** Milanese underwear line founded by Federica Tiranti and Chiara Marconi, who want to make the most of all women, regardless of their size, granting them a sensation of physical and psychological wellbeing; from Peru

D.N.I, Documento Nacional de Indentidad, brand launched in Paris in 2019 by the twins Paulo and Roberto Ruiz Muñoz, born in Peru and based in Paris. Sustainability stars also at Superstudio Più Tortona 27, where WHITE relies on a brand mix that zooms in on Italian know-how and sustainability. Hence the choice as **Special Designer** of **YEKATERINA IVANKOVA**, designer born in Kazakhstan, trained in Italy, who founded her upcycling brand based on the concept of “re-use”: a mix of modern sartorial techniques and Italian couture with a dash of vintage. Far from being a mere trend, sustainability is once again one of the main topics at White. From traceability to eco-friendly materials, from re-use to circularity and social responsibility, there’s no want of themes to reflect on (and innovate). **Regenesi** is one of the sector’s pioneers: since 2008 they have been harnessing **post consumption** materials and imbuing them with new life by turning them into design objects featuring minimalist lines. Bags and jewels for her and for him, but also home and office accessories: every item has the ambition to change the world, and, indeed, that’s what actually happens. The buyers and the insiders can, through their choices, change the perception of luxury. The icon of this new way of perceiving fashion is the Re-Flag bag, which results from recycling and regenerating plastic bottles. **Blue of a Kind**, is a young label, born in 2016, that has revolutionized the way to make jeans: with the project “revolution of existing” the brand crafts jeans by recycling old denim items, and adding high-end finishing touches. Imbuing already existing garments and materials with new creative lymph: this is **Fanfulla Bags** philosophy: shoulder bags, backpacks, shoppers, even patchwork suitcases in which every piece of fabric has a (previous) story to tell. Launched in 2010 by **Francesco Lorenzi**, **De Siena** combines in its exotic footwear natural raffia yarns and slow-rhythm handicraft processing techniques. From the raw material to the finishing touches, according to **Pierre_Louis Mascia** every stage has to bear witness to the technical skills employed and the care for details, guided by a great passion for a fully hand-made made-in-Italy product. **Roberto Collina** stands out owing to his selection of premium materials and the use of noble fibres, from mohair to cashmere, from alpaca to angora, from camel to super light merinos, from silk to ice cotton, while safeguarding his handicraft tradition. Under the banner of cheerfulness, **Red Sox Appeal** is the line of fashion socks belonging to the group Rede, designed and produced in Italy, relying on colour and organic cotton. When it comes to sustainability the selection of the materials is no doubt one of the key factors. **Gilberto Calzolari** makes use of all sorts of them: scraps, regenerated, certified, and laboratory materials. The more unconventional they are, the more his garments are imbued with poetic flair.... But there’s no need to go far to find valuable ideas, the first step to save water, energy and raw materials is to **eliminate waste** in the production processes that are already in place. This is the case of the knitwear brand **Miakyu**, born in 2017, which recycles scraps of Italian cashmere. Focus on processes too at White: the chemical ones, as we all know, are the most polluting. The certified nontoxic dyeing techniques of **Antidoto 45** socks are an important detail, which makes wearing these socks even more pleasurable; the 100% made-in-Italy brand re-launches colour by harnessing the manufacturing techniques of the legendary Calzificio Bonadei (founded in 1945), while updating them through state-of-the-art technology. Lastly, with **Eileen Akbaraly’s brand Made For A Woman** – wonderful hand-entwined bags – the best resolutions lead to the best practices. In Madagascar - thanks to locally produced raffia, natural pigments, educational and empowerment programmes - many vulnerable women can aspire to a better future for themselves and their offspring.

The Israeli brand **Sabina Musayev debuts for the first time in Italy as Special Project @ WHITE**. Originally from Baku (Azerbaijan) and based in Tel Aviv, Sabina Musayev founded the brand in 2011 with her husband Meir Moyal. Her style stems from the

harmonious blend of a past rich in handicraft suggestions (carpets, embroidery and local architecture) and a metropolitan present, full of life. The ensuing elegance is lithe and relaxed, sublimated, for the s/s 21, through flowery patterns and hand-painted prints, drapes inspired by ancient Greece and ultra-light laminated fabrics. The brand is represented by **DMVB showroom**, tasked with its international development. Here's how the designer defines her brand: *«Feminine, romantic, modern and functional. It is especially important for me to strike the right balance: I don't want my cloths to take over, rather, I'd like them to encourage the expressiveness in every woman. My style is characterized by the use of bold fabrics, whose three-dimensional depth results from the use of a range of different techniques, and in classic updated silhouettes. The combination of the two gives rise to appealing garments, pleasant and easy to wear».*

WHITE GOES DIGITAL WITH B2B MARKETPLACE

24th September also marks the start of the digital project **WHITE B2B marketplace**, a project to put online and connect businesses, showrooms, brands and buyers, launched also thanks to the support of **MAECI and ICE - Agenzia and the partnership with Confartigianato Imprese**. The B2B activities do not stop with the end of fashion week, they continues all year round, so as to enable the companies to interact with a wide network of national and international retailers, while making contacts with new potential clients from across the globe. The brands at the September tradeshow will avail of physical and virtual sets to showcase their collections to the buyers, and of a web platform enabling networking activities, as well as the management of the B2B orders in real time. A digital event in support of the physical trade-show both within the tradeshow though Ledwall and screens and in streaming.

“Digital, sustainability and SMEs characterize this edition of White and are the common denominators of our activity” – so Carlo Ferro, President of ICE Agenzia. “The scenario has changed, so have the consumption modes, thus we have to help the SMEs to seize the opportunities the digital offers on the international markets. Owing to the Pact for Export, we are working on 14 initiatives, many of which in the fields of digital and innovation, among which the project Fiera smart 365, the training and appointment of digital export managers, the e-commerce initiatives with 24 marketplaces in 16 countries, as well as a great Nation brand campaign. For this special edition of the Trade Show, the collaboration with Confartigianato and White goes on through the integration of the physical trade fair with WOW - the new virtual platform - through the focus on sustainability, as well as a marked focus on the creativity of young designers and on start-ups. In a nutshell, we have put in place a wide array of tools, granting ample space to the social and digital media, so as to respond with reactivity and vision to the challenge posed by the post-health-emergency recovery and the relaunch of Milan and Italy on the international markets.”

*«Thanks to support of Confartigianato Imprese, Maeci and ICE Agenzia - **Federico Poletti**, marketing and communication manager has added – we have launched an innovative and inclusive web project, granting visibility and giving a voice to several fashion insiders, as well as the chance to have an online show window, but also to access a*

number of services, without forgetting the strategic combination of the physical and digital realm. We are indeed organizing a number of professionally equipped digital rooms within the tradeshow, which will be available to all the brands, so that they can organize and live stream the presentations of their collections, as well as showcasing them through targeted appointments with the buyers who will not be in Milan».

For more information:

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