

The courage to accomplish the 2020 September edition. Vital contribution by MAECI and ICE Agenzia, which, thanks to the partnership with Confartigianato Imprese, have supported us to launch the physical event, as well as other activities, and the digital B2B platform.

Massimiliano Bizzi: «We have succeeded in accomplishing the miracle, and I am still finding it hard to believe that we have achieved this undertaking while garnering the praise of all the players. Milan is reacting, and with this courageous edition we have shown that factual synergies can indeed work. That's why I believe that Milano Loves Italy will play an important role in our future».

Beppe Angiolini: «*This is the time to stand together and bolster the collaborations with the institutions, the showroom, and the firms. By focussing on Milan we can strengthen the city*».

Brenda Bellei: «*The Italian entrepreneurs have once again been able to show their mettle and the necessary stamina to react, hence going to show the solidity of our system*».

For the area Who is on Next?/Altaroma, Beppe Angiolini and Massimiliano Bizzi have awarded the prize to the brand VADERETRO, which will have a dedicated show window in the CBI stores and an area at the February 2021 edition of WHITE.

A positive outcome for **WHITE Milano** - on show from **24th to 27th September** in two locations, **Superstudio Più, via Tortona 27** and **BASE Milano/ex Ansaldo, via Tortona 54** – which has showcased over **200 businesses and 32 sustainable firms, 9 events and installations in the fashion and design stores** for the format **Milano Loves Italy, 40 digital presentations for the B2B**, along with a rich programme of talks with focus on retail and sustainability. The tradeshow – under the aegis of the Municipality of Milan - in **partnership with Confartigianato**, and **with the support of ICE Agenzia and Maeci** - has given a tangible contribution to relaunch of the fashion businesses and supply chain.

A challenging edition that has gone to prove **the resilience of the firms and of the Italian market**, which have been capable to devise brand-new solutions and develop new projects to get the economic recovery going. The turnout to the tradeshow, in compliance with the safety measures, has been satisfactory, with approximately 5.000 presences among buyers and press, a well-selected audience, highly motivated and very interested in the proposals of the trade fair. Italian buyers have come from Northern, Central as well as Southern Italy with a presence of medium/high-end stores. The selected international buyers, have been hosted **thanks to the support of the Minister for Foreign Affairs, the International**

Cooperation, and ICE Agenzia, whose response to the value of the Italian businesses at the tradeshow has been extremely positive. Outstanding reception and turnout, in compliance with the social distancing measures, for the nine events of **MILANO LOVES ITALY**, and the talks held at BASE Milano/Ex Ansaldo too. Among the protagonists of this first cycle of events in the multibrand stores of Milan: **10 Corso Como** that hosted **Vièn, Milaura** with **JEJIA**; **DAADDANTONE** with **Giovanni Cavagna's** capsule collection, **Biffi Boutiques** dedicated its show windows to **Maissa**, **Acca Kappa** paraded the brand **Yekaterina Ivankova**, **The Merchant of Venice** picked **Cromantica**, while **Bel Boutique** displayed **Avant Toi**, and lastly **Incontri Boutique** with the label **VeryBusy**.

So **Massimiliano Bizzi**, founder of **WHITE**: *«Thanks to the synergic project MILANO LOVES ITALY, we have succeeded in including all the players of the fashion system, from Camera Nazionale della Moda, Altaroma, CBI-The Best Shops, Best Showroom, down to the newly established association Alined Network, and NIAM Nazionale Italiana Agenti Moda. The true novelty of this season has been the collaboration that has encouraged us to launch the physical edition, notwithstanding the complexity of this period. Milan is responding well, and we have shown with this brave edition that factual synergy can truly work. That's why I believe that Milano Loves Italy will play an important role in our future. It has been important to perceive the mood and this desire to restart with the exhibitors who have courageously joined forces with us to launch this edition. This has shown us that the strategy we have put in place is the right one, and has rewarded us thanks to an all-round plan incorporating collaborations, special projects and events».*

Among the **special initiatives**, the prize awarded by **CBI-THE BEST SHOP** and **WHITE** for the area **Who Is On Next?/Altaroma**. The brand **VADERETRO**, founded by Antonio D'Andrea and Hanna Marine Boyer, who unveiled their first collection two months ago, **has been awarded**.

The prize has been awarded by **Beppe Angiolini - Sugar/CBI The Best Shop** – who has stated: *«Being here is an important message: Milan is back, and this is a pivotal restart. This is the time for us - businesses, showrooms, press offices - to focus all together on Milan and stand united with the city. As regards the young talents, I am extremely pleased to reward the new generations. We have picked Vaderetro owing to the mix of different techniques, and because we find that the brand is bound to have a bright future ahead, and opportunities for growth».*

The **digital platform WHITE B2B MARKETPLACE** was launched during the tradeshow: it involves **140 brands online** with **40 streamed presentations** dedicated to the brands that had the chance to showcase their collections to the international buyers connected. Over the four days of **WHITE**, from 24th to 27th September, **550,000 people were reached**; **40 presentations live streamed online for a total of 1.500 minutes** (more than 24h) of **live streaming**, which reached, on social media alone, over **12.000 qualified users**, among the buyers

and B2B fashion insiders connected with WHITE's profiles. On the website, thanks to the digital activities of WHITE's brands, we reached more than **5.000 online certified buyers** and **95.000 views** that are bound to keep on growing in the days to come.

Brenda Bellei, CEO of WHITE, goes on to say: *«Italian entrepreneurs have once again shown that they have the courage and mettle to react, thus going to denote the solidity of our system. The brands have been painstakingly selected, so as to guarantee the buyers an across-the-board, transversal proposal»*.

Some of WHITE's exhibitors, who are fixtures by now at the show, have thus commented on this edition:

Federico Sarti, Sales Manager of Faliero Sarti: *«Good vibes, atmosphere and turnout of insiders, extremely keen on our proposals. Medium and high-end clients from across Italy, whom we have worked very well with»*.

Alessandro Biasotto, CEO Attic and Barn and OOF Wear: *«Milan is the Italian reference point as far as business is concerned, indeed, over the past few months we have made considerable investments to double the area of our central showroom. We have decided to start again from the fashion capital, which has been able to dust itself off and get going again, as we strongly believe that, if we join forces, the system can go back to being strong, stronger than before»*.

Maria Vittoria Bar Ziv of DMVB Showroom, who showcased the brand Sabina Musayev, Special Project @ WHITE: *«To us WHITE is the foremost platform to grow the brands' business potential. We have worked very well with the topmost and coolest stores from all over Italy»*.

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