

THE MILAN LOVES ITALY MOVEMENT, PROMOTED BY WHITE IS GROWING WITH THE ENTRANCE OF ALTAROMA, WHICH WILL ALSO BE PRESENT DURING FEBRUARY TRADESHOW WITH A SPECIAL WHITE AREA

White confirms its dates from 25 to 28 February 2021, during Milan Fashion Week with the phygital format already successfully tested in September, while in January (during Milano Moda Uomo) will be present with a digital project.

The edition of Milano Moda Donna in September 2020 showed that thanks to a work of real synergy between the players of the fashion system, it is possible to face the historical moment, concretely supporting the Italian supply chain. This is why WHITE has promoted MILANO LOVES ITALY, an inclusive movement, which has seen all the stakeholders united for the restart of Milan. The project was joined by the Municipality of Milan, the National Chamber of Fashion, the Italian Chamber of Buyers, Best Showroom, Allined Network and NIAM (Italian National Fashion Agents). **Altaroma also participates in MILANO LOVES ITALY thanks to the collaboration with WHITE** and already in September 2020 it had brought to the show, for the first time, a selection of the finalists of Who is On Next?, a scouting project created in collaboration with Vogue Italia. And precisely with a view to the collaboration and enhancement of the Made in Italy brands, **Altaroma has decided to renew its presence in Milan during the next fashion week in February inside WHITE**, an occasion to present a selection of designers, who may **have further commercial support**. The Milan-Rome axis and the collaboration between WHITE and Altaroma, represent an important step towards greater synergy between the main players in the Italian fashion system and a fundamental lever for companies, which thanks to this partnership benefit from a double exposure: in Milan SMEs manage to have greater commercial visibility, after being launched in Rome.



Massimiliano Bizzi e Beppe Angiolini premiano il brand VADERETRO

From 25 to 28 February 2021 WHITE will host VADERETRO, a finalist brand of Who is On Next? (decreed winner in September by WHITE and CBI-The Best Shops), **as well as a selection of new generation of artisan SMEs.**

*"The difficulties we had to face in this particular historical moment - explains **Adriano Franchi, General Manager of Altaroma** - have offered us an important consideration on the value chain of the fashion sector, how to regain independence and competitiveness in a perspective of excellence, in a word have predisposed us to change. Altaroma has always privileged a system perspective, enhancing, in addition to its own skills, the most consistent and synergical ones with the other players in the Italian fashion promotion system. And it is precisely in this perspective that it has been possible to expand opportunities, create new synergies and collaborations, strengthening every single mission through a common goal: enhancing the creative artisanal and entrepreneurial minds of our country by aiming at the growth and development of Made in Italy."*

The collaboration with White fits perfectly into this new scenario and strengthens our intentions to reach an ever-increasing number of players in the sector. " **The Guest brands of the February 2021 edition and WHITE's special projects will in fact be focused on promoting Italian companies of excellence that have reworked their "handmade" DNA in a modern key, with an aesthetic capable of involving new consumers.**

The next edition of WHITE on stage from **25 to 28 February 2021** focuses on the development and enhancement of special **"virtual set" physical areas, which become functional to produce and send online in real time content, photos, videos and presentations of the companies at the show .**

Massimiliano Bizzi, founder of WHITE and promoter of MILANO LOVES ITALY, comments: *"All of us tradeshow operators have first and foremost the duty to think about the common good of our Italian companies, organizing an edition in which only by joining forces we can optimize the resources made available by the Government. With a view to a recovery in the sector in the second half of 2021, we must work as a unique team to overcome this moment, bringing together as many buyers as possible, on a single date in Milan, to create an unmissable event in which to continue doing business. The February 2021 edition will therefore be of fundamental importance, during which the autumn winter 2021-22 collections will be presented, then delivered to the stores at a time when there will be a recovery in consumption, also thanks to the spread of the long-awaited vaccine.*

The February appointment with Milan fashion week represents a strategic opportunity of great importance for buyers, who will not miss this event, to respond to consumer requests in a moment of rediscovered "serenity" and "desire of buying".

Federico Poletti, WHITE's Marketing and Communication Director concludes: *"WHITE's digital path continues with a special project for Milano Moda Uomo in January in which we present an exclusively online event dedicated to new generation sustainability and craftsmanship. Then in February - if the fairs can carry out their activities - we will return to the physical + digital combination, which will make it possible to promote over 200 Italian SMEs throughout the world in a 4 days event. A series of activations will allow companies to reach international buyers through targeted B2B meetings and live stream presentations "*

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