



FROM JANUARY 16TH TO 18TH WHITE LAUNCHES WSM WITH MORE THAN 40 MENS AND GENDER FLUID BRANDS

Sustainable fashion and 2.0 craftsmanship as a focus of this digital edition.

Several Italian and International partners included, such as: **Fashion Revolution Italia, Cittadellarte – Fondazione Pistoletto, Fondazione Cognigni dei Mestieri d'Arte, Sustainable Brand Platform, The Sustainables Agency & Showroom, Mirta e Barroco.**

WSM Fashion Reboot, WHITE's format about sustainable innovation, is back during Milan Fashion Week Men's Collection with a first-time ever digital project.

From Jan 16th to 18th, on WSM-WHITE brand new platform, more than 40 mens and gender fluid collections will be live showing their DNA made of sustainability and craftsmanship. Brands and companies representing the new boundaries of today's craftsmanship, where hand made and production techniques are crucial and updated through new technologies or through a more contemporary twist on product and image.

A full-digital project that aims to promote SMEs, made possible thanks to MAECI and ICE - Agency support and the partnership with **Confartigianato Imprese**.

On one side we find the section dedicated to sustainability, a ground-breaking topic for WHITE with its WSM format, which sees a brand selection taking on different techniques: recycling and up cycling process, the use of material with lower foot-print and with higher levels of traceability and transparency.

Some of the selected brands have created some consistency with us, such as: Tiziano Guardini, Patrick McDowell, Blue of a kind, Yekaterina Ivankova, who was selected as Special Project during WHITE Trade show past edition.

Adding more names like Froy, a cutting-edge knitwear brand founded by Arman Avetikyan, **Bobblehaus with a Gen-Z focus through a mix and match of fashion, music, arts and entertainment, NTMB (Never Too Much Basic) a made in Naples project focused on customization and craftsmanship and Par.co Denim which creates high quality sustainable denim since 2014.**

On the other side we find Contemporary Craftsmanship where tradition coexists with today's world, through "modern makers" combining image and product.

Individuality and attention to detail characterize the collections created by the selected brands, which have been able to preserve an artisan dimension by giving it an avant-garde design: every piece tells a story through materials and finishes, getting the consumer involved and making them feel special.

Craftsmanship has a more sustainable approach than large-scale distribution and gives life to unique creations with strong personality, thanks to its heritage, a concept full of culture that through design, makes each product a symbol of innovation.

Among the brands we can include the sophisticated knitwear by Lucques, the modular backpacks by Artichoke Bags, the creative hats by CHATTouché, the workwear-inspired jackets by Vanadio23, the gender fluid shirts by Waxman Brothers and the clothing project by Wundercamera Wardrobe born in 2018 as a wardrobe of Wundercamera Lab, an art direction agency founded by Monica Lardera and Riccardo Forlini.



*“Our goal is to promote the concept of sustainable fashion where Made in Italy is characterized by a young and inclusive DNA, based on craftsmanship” says **Carlo Ferro, chairman of ICE Agenzia**. “Fashion Industry action on sustainability has become crucial, not in terms of compliance only, but in my opinion, by actively promoting innovation, sustainability and digital on a worldwide scale.*

We support WSM Fashion Reboot by providing brands with different tools like Fiera Smart 365, a platform that boosts connection with certified and qualified buyers, during and after the event. In a nutshell, new tools made to combine what we see and how we react to, leading our Made in Italy towards a new consumption and competition model on international markets. Wishing my best luck to all the young designers taking part to this edition”.

*“Regardless of physical events being unfeasible, WHITE has been able to bring innovation and creativity to the world of fashion. Thanks to an online-only calendar that combines technology with contemporary lifestyle, many young craftsman entrepreneurs have the chance to present their collections to buyers, journalists and operators in a targeted and efficient way” says **Cristina Tajani Councilor for Commerce, Productive Activities, Fashion and Design of the Municipality of Milan** who adds: “ Putting the relationship between craftsmanship and sustainability at the core of this edition, shows awareness of the need of promoting garments and accessories able to interpret and describe the current economic and social trends. These trends focus more and more on the environment, therefore rediscover a more sustainable and responsible production process and approach“*

Marco Granelli, President of Confartigianato, declares: “The initiative created by Confartigianato together with WHITE, thanks to the support of MAECI and ICE - Agency, enables to enhance the craftsmanship value of Italian fashion companies: 79 thousand companies with over 700 thousand employees. A heritage of creativity, talent, manufacturing excellence that combines traditional skills to an innovative drive and makes Made in Italy products unique all over the world.

An example of economic, social and environmental friendly project that Confartigianato is proud to represent”.

Massimiliano Bizzi, founder of WHITE comments: “In this particular historical moment, we as organizers, must support SME companies by all means, which includes taking action on a digital side too, with the aim of connecting companies with existing and potential buyers. For this reason, we are working on a project, that includes February event too, based on a concrete support to SMEs, which means creating a direct connection between companies and buyers ”

*This is echoed by the message of **Beppe Angiolini of CBI - Camera Buyer Italia**: “We should thank WHITE for involving buyers on topics such as craftsmanship, creativity and sustainability, which have always been important to us. The keywords, today more than ever, are: culture, beauty, uniqueness. Our acknowledgment toward the professionalism of our supply chain, has to improve. As part of The Best Shops, we are grateful for the great support given to SMEs. ”*



An important part of the project will actually be the match making between selected companies and buyers, who will be driven to our online platform where can navigate through collections, get in contact with brands and set appointments in real time.

CBI - Camera Buyer Italia will vote and choose two brands that will be included in two associated special projects.

Furthermore, to increase buyers involvement as much as possible, the **WSM-WHITE platform will be connected to the one created by ICE, called "365 smart"**.

The aim is to boost sales opportunities for all the labels involved. *"The Digital world has been growing during the pandemic and represents a fundamental tool - explains **Brenda Bellei, CEO of WHITE** - that we have been approaching for a while now, not only with the B2B project, but also as a way to enhance the physical fair itself and it will maintain its key role on improving fair performance. For us, digital has also represented an important tool to create cohesion with Milano Loves Italy, a movement that allowed us to create important partnerships sharing the will of coming together, involve a higher number of professionals and connect them to our companies.*

The project is curated by **Federico Poletti**, journalist and Communication Director of WHITE, and **Matteo Ward**, co-founder of the brand **Wråd** and former artistic director of GIVE A FOKus who points out *"The topics of sustainability and craftsmanship are further explored through the knowledge and expertise of our guests, during a calendar full of talks addressing the following topics: diversity and inclusion, transparency and traceability, innovative materials, advanced craftsmanship, art and activism, communication of sustainability. Arts will take a special spot by exploring the world of Iranian art, craftsmanship and fashion, connecting with local designers "*.

The calendar includes 10 webinars and opens on **Friday January 15th** with a speech by **Laura Burdese, CEO and President of Acqua di Parma**, who will present the maison's sustainable development strategy and its focus on Italian artisans. It will close on **Monday 18th of January with a panel dedicated to sustainable innovation in the world of textiles** with some of the current global leaders, such as **Patrik Lundstrom, CEO of Renewcell**.

Among the talks, one will be dedicated to **ARTivism - Art for a positive change**, whose moderator **Marina Spadafora (Country coordinator Fashion Revolution Italia)** together with **Paolo Naldini (CEO and Director of Cittadellarte Fondazione Pistoletto)** says: *"It's now time to take boundaries off and talk about the idea of social and environmental justice. Creativity and art can express these concepts in a direct and deep way, positively impacting the development of a global awareness of sustainability and concrete action to contribute to positive change towards a regenerative and fair society."*

Several partners are involved in the project, including institutions such as **Fashion Revolution Italia, Cittadellarte - Fondazione Pistoletto, Fondazione Cologni dei Mestieri d'Arte** (which promotes a "new Renaissance" of artistic crafts, especially aimed at young people), **IDEE Brand platform through its Sustainable Brand Platform (SBP)** project, a new platform that, through a self-created algorithm and blockchain technology, offers an environmental and ethical assessment of emerging brands at an international level, connecting them with buyers; **The Sustainables. Agency & Showroom**, an international reality that promotes sustainable innovation.



There are more names involved, like **Mirta and Barroco**, two platforms that promote and sell the best Italian artisans all over the world online. All of these realities were involved both for scouting brands and for the organization of a series of webinars dedicated to the evolution of sustainable fashion and advanced craftsmanship. And thanks to the presence of experts and opinion leaders, it will be possible to gain a wider vision on how the concept of sustainable fashion is evolving.

Alberto Cavalli, General Manager, Fondazione Cologni dei Mestieri d'Arte declares: *We are very happy to be part of the WSM-WHITE digital platform which aims to promote the values of craftsmanship and sustainability. The mission of the Cologni Foundation is to support and nurture the culture of excellent art crafts: not only the protection of "doing well", but also the importance of being aware of the extraordinary value generated by craftsmanship .*

A value that is made by increasingly vital elements for the well-being of our society: recovery of territories, sustainable production, talent recognition, satisfaction of those who manage to create a project out of their dreams ... around this concept of craftsmanship as "mastery", or rather as the ability to consciously and creatively transform elements and materials into extraordinary objects, thanks to the skilled use of refined techniques, the future of Made in Italy is at stake"

Olga Pirazzi, fashion manager of Cittadellarte and Project Manager Fashion B.E.S.T .: *"Cittadellarte Fondazione Pistoletto with the Fashion B.E.S.T. further develops the collaboration already started with WHITE, with the presence of an important selection of creatives, all part of the fashion designer collective of Fashion B.E.S.T. For the digital edition we have selected names such as WRAD, Blue of a Kind, Yekaterina Yankova, Tiziano Guardini, Silvia Giovanardi, Theeshare, Bav Tailor, Patrick Mc Dowell, Kids of Broken Future and Agogic. With their projects, highlighting the individual peculiarities, the common goal is to inspire, produce and spread a responsible and circular vision of fashion together with Cittadellarte's values of responsible fashion with ethical and aesthetic contents "*.

Alex Albini, founder of Sustainable Brand Platform (SBP): *"By working a lot with emerging and independent brands both on a commercial management and showroom side, we noticed an increasing request of collections characterized by sustainable contents linked to the product and brand activity. However, we have noticed a big gap between sustainability and collections with design content. We started thinking about a platform that supports emerging brands, with design content, in communicating their level of sustainability.*

This is why we created SBP, a platform that evaluates brands with a rewarding algorithm (called SBP meter) linked to a blockchain technology. With SBP we are creating an international community of sustainable fashion brands and suppliers in a single platform. The WSM digital project represents the beginning of an important collaboration with WHITE "



Federico Poletti, WHITE Marketing and Communication Director concludes: *"The new WSM digital platform has been designed not only to present the selected brands through an editorial project, but also to connect on our B2B through a direct message system that facilitates contact between buyers and professionals. One of the keywords of this digital edition is 'collaboration' with authoritative partners of the world of sustainability and craftsmanship with whom we have built a calendar of webinars that aims to involve an increasingly wider audience on issues that are more and more important for the new generations of consumers".*

WSM – WHITE | BRAND LIST and WSM PARTNERS

10_05 TENIZEROCINQUE | Artichoke Bags | Begin | Cycled | Turin Factory | Federico China | Good Sustainable Mood | Id Eight | Imijit 35020 | LGR | Mich Bathtub | Mundane Clothing | Novicewear | Reflect Eyewear Program | Rifò Lab | Sandro Marzo | Sara Valente | Sinobi | Stories Milan | Vava Eyewear | We Are WAO | Wrad Living | Wuuls | Zerobarracento | Arlo Haisek | Silvia Giovanardi | Agogic | Teeshare | Kids of Broken Future

Fashion Revolution Italia

Cittadellarte – Fondazione Pistoletto

Fondazione Cologni dei Mestieri d'Arte which presents in the Journal section the artisan excellences: **Sartoria Caraceni, Barbera (calzature), Peron & Peron (calzature), Mauro Orietti Carella (accessori), Alessandro Siniscalchi (camiceria)**

Sustainable Brand Platform (SBP)

The Sustainables. Agency & Showroom presenting a selection of their sustainable and more experimental brands, such as **Bobblehaus and Sinobi**, as well as their sustainability contest

Mirta, online platform, which will be present in the Journal section of the WSM site with five artisans: **Daniel & Bob, Doria Dojola, Fortu, Del Santo, The Dust**

Barroco digital platform that has selected the artisans for the Journal section: **Bresciani 1970, Casheart, Cruna, Alpo 1910 e G. Inglese**

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