



## WHITE confirms its upcoming dates

**WHITE confirms its physical trade show from 23 to 26 September 2021 during Milan Womens Fashion Week**, while maintains a 80% digital format, for the WSM event focused on sustainability and Contemporary Craftsmanship, happening on June 19 -21.

Both editions will be carried out with the support of **MAECI and ITA-Italian Trade Agency**, in partnership with Confartigianato Imprese and with the patronage of the **Municipality of Milan**.

**A special collaboration with the Italian National Chamber of Fashion is starting in June to fully support new generations.**

**WHITE confirms both events: WSM - White Sustainable Milan, with a phygital show from 19 to 21 June** during Milan Mens Fashion Week and WHITE will be back with a physical event in **Tortona Fashion District from September 23<sup>rd</sup> to 26<sup>th</sup>**. The edition taking place in September - **during Milano Womens fashion Week** – will be plenty of news, such as buyer oriented paths and special projects made to take the right steps towards a real restart. A crucial moment for the recovery of the fashion system and of the city of Milan itself, enabled by the synergy created between fashion key players promoted by WHITE through the movement **Milano Loves Italy**.

WSM maintains its focus on sustainable fashion and contemporary craftsmanship as a new approach to sustainability.

With the pandemic situation evolving, the format changes and becomes a **"widespread event" which will involve locations and multi-brand stores in Milan** to showcase sustainable brands and new generation craftsmen. It is a physical event, (in accordance with Covid regulations) yet **strongly supported by digital activities**. There is more, WSM takes a deeper approach on what "making sustainable fashion" means and presents the concept of modern craft, by organizing a number of **WORKSHOPS** where creatives will show their production techniques during live events or in streaming, straight from their ateliers.

**Massimiliano Bizzi, founder of WHITE** says: *"During these past months, we realized the impact of not having a physical space, a real moment where people come together and meet, building a creative and cultural network that allows full business development. The real restart will happen in September, when thanks to vaccine campaigns, we will be back to a regular lifestyle. Our sales staff, constantly in touch with companies, are able to see how strongly, brands want to physically meet their clients, who still need a physical event to be able to fully evaluate collections. A significant number of Italian and international brands have already confirmed their presence during next edition, September 2021, demonstrating how the trust, the work and the results built in the past years are solid foundations for the urgent restart that WHITE wants to ensure to its companies. We are working on a growing event, with new dedicated sections and special projects, reflecting a city able to stay cohesive thanks to Milano Loves Italy movement. Resiliency is not enough any more, I invite all entrepreneurs to think about the real restart, focusing on September where results will exceed expectations. The event in June is crucial to warm engines up towards the great opportunity coming in September! "*

*"Next edition keywords: optimism, collaboration, inclusion and truth. We are focusing on creating a series of activities willing to inspire a deeper connection between us and the concept of sustainability expressed by brands and designers. The approach stays friendly and fresh as usual, creating inclusive, active paths and projects. " Says **Matteo Ward Creative Director of WSM.***

WHITE concretely supports the new generation of creatives through a project in collaboration with the National Chamber of Italian Fashion, activating a donation to **Camera Moda Fashion Trust** and promoting 5 Italian and international designers through a dedicated event in **Fondazione Sozzani - Tazzoli Milano** opening its doors during Men's Fashion Week.

*"In this historic moment it is important to work together and build a strong message as a whole. Supporting emerging designers, sustainability and craftsmanship have always been fundamental pillars of CNMI's strategy. I am therefore particularly happy that the National Chamber of Italian Fashion in collaboration with White and Confartigianato, is part of a special project, where 5 brands included in our digital platform Designer for the Planet, have the chance to exhibit their collections in such a special space like Fondazione Sozzani - Tazzoli Milano ", comments **Carlo Capasa, President of the National Chamber of Fashion and of the Camera Moda Fashion Trust.***

The showcase continues on WSM website where a number of sustainable brands and innovative start-ups will be presented, including a selection of brands with artisanal DNA curated by **CSM-Camera Showroom** Milano, which together with WHITE and Camera Nazionale della Moda - thanks the partnership with Confartigianato, and the support of Maeci and ITA, work together for the rebirth of Milan. Collaboration and Craftsmanship support, give birth to another project: **"ARTISAN EVOLUTION"** presented by CSM-Camera Showroom Milano and Confartigianato. Through this transversal exhibition platform the best companies with artisan value will be promoted and given the opportunity to enter CSM showrooms doors, from 18 June to 30 July 2021 to boost visibility and sales.

*CSM - together with WHITE - is the promoter of Milano Loves Italy, an inclusive movement that together with the National Chamber of Fashion, CBI Camera Buyer Italia and with the support of the Municipality of Milan, works to stimulate the economic recovery of Milan Fashion Week. As **Daniele Ghiselli**, member of the CSM promoting committee comments and continues: "Union is not an option, it is a duty. A duty guided by what unites us all, the love for the city and for our job".*

The editions of June and September see this positive outlook, thanks to White, to the partnership between Confartigianato Imprese and CSM (after the signing of the agreement with Camera Moda).

*"Confartigianato Moda is taking action on different levels to help entrepreneurs stepping out of the crisis, and trade fairs are fundamental to relaunch Made in Italy fashion in the world. This is why we are proud to once again be key players, together with ITA Agency and the main representative partners of the fashion supply chain, of these new editions of White. These are tailor-made events for Italian artisans and small businesses, a symbol of manufacturing excellence resulting from the union between innovation and tradition and an example of economic, social and environmental sustainability" declares **Fabio Pietrella, President of Confartigianato Moda.***

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