

WHITE[®]

SIGN OF THE TIMES

Women...Magical Creatures

22.23.24.25 FEBRUARY 2024
TORTONA FASHION DISTRICT | MILAN

Tortona 27
SUPERSTUDIO PIU'

Tortona 54
BASE MILANO | EX ANSALDO

Tortona 58
PADIGLIONE VISCONTI

WHITE Milano is back on track: **From Thursday, February 22nd to Sunday, February 25th**, the Tortona Fashion District will welcome a wealth of international buyers, editors and industry professionals ready to analyse women's ready-to-wear collections, dedicated to the **Fall/Winter 2024-2025** season. What's more, many projects will be presented in conjunction with **Milan Fashion Week**, including the Secret Rooms and the second edition of WHITE Village.

The event continues to fall under the **patronage of the City of Milan**. Moreover, the support from the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, **ICE - Agency for the Promotion and Internationalisation of Italian Businesses**, and the **partnership of Confartigianato Imprese** continues apace. These are well-

established relationships with national institutions, which encourage the incoming of the most important international buyers and foreign press during the days of the event, highly increasing as seasons go by.

Alessia Cappello, Councillor for the Economic Development and Labor Policies says, *"In just over two decades WHITE has grown to become an international showcase, capable of anticipating trends and selecting quality wardrobe offerings, with an ever-increasing focus on sustainability and innovation, core values of our manufacturing heritage and the production chain that represents so much for the economic and employment layer of our country. With its ability to scout and support both emerging and established brands, WHITE attracts exhibitors and, above all, buyers from all over the world, consolidating Milan's role as a platform of excellence for fashion and helping to generate a significant income for the city."*

WHITE Milan is one of the most relevant and dynamic events promoted during Milan Fashion Week. About **300 companies** from all over the world will present their collections in the locations of **Superstudio (Via Tortona 27)**, **BASE Ex Ansaldo (Via Tortona 54)** and **Padiglione Visconti (Via Tortona 58)**. The DNA that symbolises WHITE will feature across the internal settings of the show, which reconfirms itself as an international reference point for companies and a showcase for new trends.

This season, the fair's focus was put on a team of young and talented creatives who joined forces by collaborating on the creation of the **campaign images**. This season's theme, conceived by Massimiliano Bizzi (Founder and Art director of WHITE) is **"Women... Magical Creatures."** It unpacks the value and the importance of the figure that women have, who have always been imperative protagonists of fashion. Designers are not the only people who choose who to dress, but women are the ones who choose how to dress, how to express themselves, and how to enhance themselves. The fashion industry is a mixture of ideas, creativity, genres that over time have had less and less rigid boundaries, but it cannot be denied that the female figure has had and still has a strong impact on fashion.



"I think it is clear to everyone that we are going through a moment of important change, and we as a group today are more focused and committed to the strategic evolution of projects, in line with the change itself, rather than only to the achievement of large numbers. I hope that Milan will seize the opportunity to go along with this transformation and understand it, in order to become the undeniable capital of European fashion," says **Massimiliano Bizzi** Founder and Art Director of WHITE.

Among WHITE's projects, one of the most successful ones that has gained great relevance across the media is that of the **Secret Rooms**. These are **five hidden rooms** in which as many **new generation international talents** present their collections in spaces set up according to their personal brand vision. After **careful scouting** by the commercial team led by Simona Severini, General Manager of WHITE, **emerging brands** with a cohesive aesthetic were chosen to take part. For the second edition, reconfirming their presence in the Secret Rooms are designer **Alberto Ciaschini**, with his iconic cigarette heel and **Samanta Virginio**, with her pop and hyper-feminine vision. Both will be joined by **MIAO RAN**, with a collection that plays with masculine and feminine, blending them and creating a fluid vision of clothing, **YANGKEHAN**, a Chinese designer who draws inspiration from traditional Eastern aesthetics made up of soft, bracing colours, as are the breezy shapes of each garment. Last but not least, **PROTOTYPE: AM**, a Berlin-based, high-end ready-to-wear brand that specialises in designing outerwear by experimenting with new silhouettes, overlays and volume. An avant-garde reinvention of down jackets and other technical garments with a dash of gloom.



PROTOTYPE: AM



MIAO RAN

"In times of unrest, keeping one's DNA intact is no mean feat. There is still great economic difficulty in the fashion industry and many changes are taking place. For WHITE, not deviating from its values remains a priority. It is essential to continue bringing the right selection of creativity and the highest quality while maintaining a vast proposition for the market. It is not easy to avoid falling into temptation by, for example, pursuing bigger projects to follow numbers or doing pure business, but we prefer to be true to ourselves and believe in the brands that have believed in us so far and continue to do so," says **Simona Severini** General Manager of WHITE.

The February 2024 edition will also feature the selection of **Spanish designers** presented through the now multi-year collaboration with **ICEX España Exportación and Inversiones**. The brands involved belong to different product categories ranging from ready-to-wear to accessories. The seven Spanish brands are: **Chie Mihara, Flabelus, Surkana, Yerse, AUGUSTA, The Extreme Collection and Anel Rinat**.

Another important international collaboration for WHITE is with **Kfashion82**. This is a **Korean B2B sales platform**, launched in May 2023 and managed by the world-famous department store **SHINSEGAE**, the first promoter of Korean fashion. Its purpose is to introduce emerging brands and new talents to that whole landscape of fashion professionals. WHITE February 2024 will showcase the collections of 6 talented brands (**RYU CLASSIC, JIMINLEE, Liberadd, Kimoui, HANNAH SHIN, and MAN.G**) already well placed within their local market and now ready to face new opportunities and make their style known.

Since its inception, WHITE has supported the **new fashion generation**, which stands out for its **originality** and commitment to **sustainability**, and is a showcase for **several established** businesses (many of which launched at WHITE and with which it continues to pursue partnerships). The entire show is the result of a **careful brand mix**. Differences (geographic and age) are broken down in favour of talent. There are so many creatives who join WHITE, and among those who will participate in February 2024 we can mention **Lanthropy**, the Miami-based brand founded by Uruguayan-born designer Ani Ponce de Leon, which employs an all-female team. The brand's specialty is being made entirely from natural materials, including those used to make the original fabric coating technique with which the garments in the Metallics line are made.

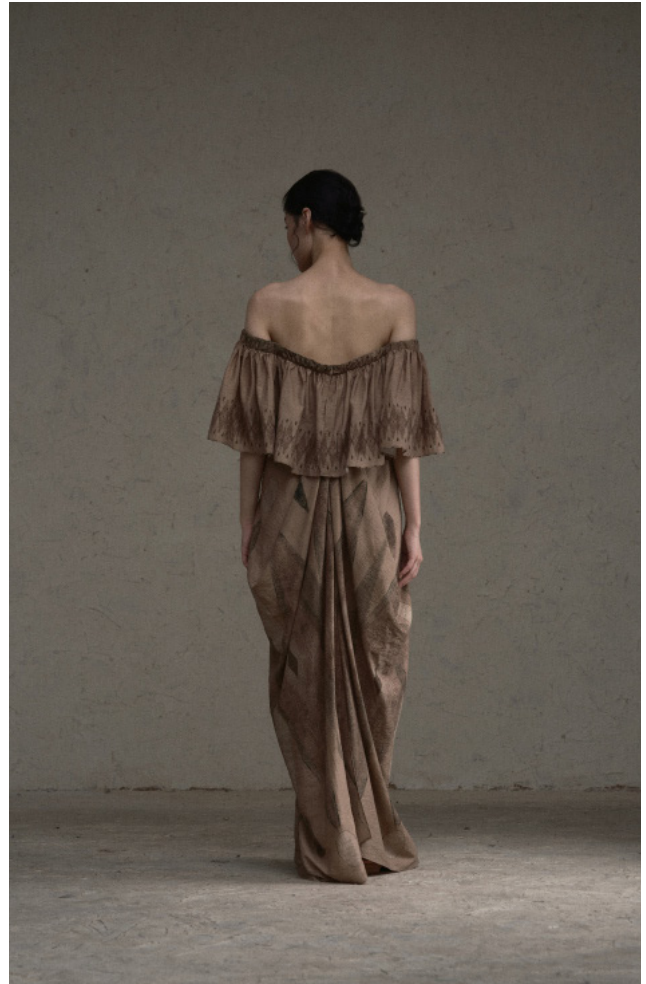
From a working-class uniform to a symbol of youthful rebellion to a must-have item in our wardrobes, the very jeans is the signature garment of **No44**, a new luxury brand inspired by women who transcend trends, strong yet feminine.

Designed in London and made in Mongolia, **OYUNA** creates cashmere items with a balanced design, responsibly sourced and produced, respecting the nomads of Mongolia, custodians of the land from which derives used cashmere.

Benedetti Life makes sustainability its hallmark and embraces the slow fashion trend. Its collections-which have received numerous awards and accolades-are entirely vegan and made from sustainable fabrics such as pineapple skin, vegetable silk, bamboo, and organic cotton. Some of the prints recall the ecosystem of endangered animals.



KASEI ARCHIVE



YANGKEHAN

ZONA20 MILANO departs from traditional codes while maintaining a sober approach and international appeal in line with the quiet luxury trend. Started by sisters Zoe and Cherie Wang, ZONA20 MILANO aims to position itself as a reference point for young people who pay attention to niche brands. Each piece in the collection is a testament to craftsmanship and an expression of minimalist, genderless style.

OSCI lab moves between tradition and innovation. Born from the renowned leather goods company Balma, the brand interprets a ready-to-wear women's collection by adopting the tailoring technique declined on leather, which is used as a fabric in a riot of pleats, ruffles on dresses, shirts and perforated jackets for a decisive and feminine result.

Universes as different as fashion and music, man and woman are not so far apart. They can interact with each other and communicate. Starting with the connection between co-founders Marco Chirico and Lintang Dewantari, the Kasei Archive brand supports this communicating bipolarity clearly legible in the collections. **Kasei Archive** has no gender distinction and draws inspiration from subcultures.

On the accessories front, the presence of **GAVA**, a Milanese handbag brand that has conquered, with its "Vitto" model, the wardrobes of the youngest girls, is reconfirmed. The Vitto bag stuns for its soft shapes and bright nuances in its being a functional accessory, especially in the extra-large size.

Numero 10 is the brand of Alberto Mondini, an artisan who has been working in the world of leather and fashion for more than 40 years. Alberto's vocation for leather comes from a strong family tradition that over time has been translated into a working method that best interprets typical Italian craftsmanship.

PLEIADES is the marriage of traditional craftsmanship and contemporary design. Through a series of artworks and experiments, designer Min Heo presents shoe collections with authentic shapes and distinctive textures. Working closely with local artisans and sourcing the best materials from around the world, PLEIADES creations are the result of original stories that embrace art, history, dance and craftsmanship.

Alessandra Milano presents footwear that is refined, sensual and comfortable (thanks to the presence of memory foam). Each shoe is meant to be a celebration of Made in Italy that reaches the highest expression with the “couture” service, which gives total freedom of customization (from the upper, to the heel, to the details) to interested customers.

In addition to the new names, a name as prestigious as **LaMilanesa** is reconfirmed. A long-standing collaboration with the innovative brand created by Cinzia Macchi and born under the banner of creativity, charity and eco-sustainability of which she is an important spokesperson.

Inside Superstudio, one can find the Lofts, where the collaboration with **Avant Toi** and **Stefano Mortari** continues. It is always surprising to see the savoir-faire of these brands at work and to discover how they have developed their storytelling. In these spaces, customised by the individual designers, buyers will be able to immerse themselves within the narrative that the brand brings forth season after season. The third “Loft” space of this edition will welcome the return of the famous jewellery brand **Goti**, founded by master jeweller Riccardo Goti with the intention of realising his creative vision, a sartorial jewellery, that mixes fabrics and leather cuts with handcrafted silver and other small precious elements. Creativity, innovation, passion while respecting craft traditions with a revolutionary vision. An indissoluble union between dress and jewellery.

Goti stands for timeless objects: tailored jewellery, fragrances, design pieces.

GOTI



WHITE dedicates the **Basement** to the likes of **avant-garde** collections. These are fashion creations made by thinking outside the stylistic schemes and mainstream productions. Here, **M1978** will unpack its story through handmade jewellery using special techniques such as the use of casts of real flowers in which silver is poured to achieve striking floral shapes, while **Vuscichè** offers an agender wardrobe made of antique and salvaged fabrics. Finally, the creations of Dutch-Italian designer **Marianne Vanderwilt**, who creates women's clothing in leather. The Vanderwilt brand is recognized for working with leather, which she moulds to the point of recreating sculptural garments.



VANDERWILT

Some brands prefer to **specialise by creating only one type of product or small collections**. By doing so, they can ensure the best quality in terms of both production and creativity. The selection of brands will be allocated in the **Suk**, an open space-now established within the show-formed of many **small, well-ordered corners**. To list some of the creations featured, we can mention the pleated bags by **Multitudes**, the handmade knitwear by **NOGOON**, the colourful and playful jewellery by **hannayoo works**, the sustainable metal accessories by **INEDEN**, and many others.

Complementing the brand mix offerings will be proposals that meet different market demands. **Haine Inside Us** is an avant-garde Made in Italy collection with a dark taste, where all-blackshades, fabric overlays and asymmetrical cuts take over. The collection quickly found international success by fusing streetwear and avant-garde elements. **Atelier Hamza** is the Romanian-born brand founded by Stefan Hamza. Central to his vision is the production of eco-friendly (such as organic cotton) and high-quality garments.

Much importance is placed on the durability of the garments, which are made with special techniques and stitching to increase their durability and consequently a lower impact on the environment. For **ANONYME designers** it is not important who creates the garment but who wears it. From this concept originates its name. The brand is distinguished by dynamic and trend-driven collections.

White continues to promote prestigious cultural projects related to sustainability: **the United Nations Industrial Development Organization (UNIDO)** will present a special **photography exhibition** during the event. The theme of the exhibition is fashion, and relates to the global challenge of **textile waste**.

The exhibition, designed by students of the **CasaModa Academy** in Casablanca, Morocco, will be set up in the spaces of Superstudio. The project, developed as part of the **SwitchMed** program, involved **international designers** who introduced students to circular design techniques, selection of low environmental impact fabrics, design and upcycling practices. The exhibition documents the creative journey and process followed to finalise this **circular fashion** idea.

WHITE VILLAGE is back too, offering a second season full of events and activities involving exceptional partners such as **Albini Group, Mesmerize, BioQitchen** and many others. Following the success of last season, the schedule at the MUDEC auditorium will also return, where panels will be held dedicated to issues concerning fashion, textiles, sustainability and technology.

In the **White Casa** area, inside the **White Garden**, and in the **Daylight** area with the **Kiosk** lounge area, WHITE will open projects in collaboration with **BioQitchen**. A company with an ethically-driven soul from the **HQ Food and Beverage Group**, the brainchild of Mauro Benincasa, which is confirmed as the main catering partner for the fourth consecutive edition. For four days, thousands of people from all over the world will be able to appreciate the proposals created by **BioQitchen's Executive Chef, Alessandro Fabbiano**.

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