

WHITE INSIDE REVOLVER

WHITE in Copenhagen with a Special Event with Jimi Roos, who will present his womenswear pre-collection

WHITE's program of international expansion goes on: thanks to the collaboration with the trade-fair Revolver, it is due to make its debut in **Copenhagen** with the area **WHITE INSIDE REVOLVER**. From **10th to 12th August** not only Scandinavian fashion, but also a selection of international contemporary fashion brands go on show, the latter will be showcasing their menswear and womenswear collections. After having hosted in Milan 12 designers from Northern Europe, selected by Revolver, WHITE presents a brand mix merging craftsmanship, Made in Italy quality, design and the latest fashion trends. A selection ranging from apparel to footwear, down to accessories (backpacks, hats, glasses). The **protagonists** of WHITE INSIDE REVOLVER are the Italians: **AVN, Circus Hotel, IMjiT35020 Manufactus, Les Geometries, Levius, Lupe, Overhead, ROBOT eyewear, Sartori Gold, Sempach** and **Valigi**.

The Special Guest & Event of the WHITE INSIDE REVOLVER area is **Jimi Roos**, young Florentine with Swedish roots, who won the 2015 **Inside WHITE award** for his original interpretation of his embroideries trimming t-shirts, shirts, bomber jackets and that now enrich an out-and-out menswear and womenswear apparel collection. In Copenhagen the brand is all set to present his **womenswear pre-collection** ahead of the times, with his menswear collection. Amongst the novelties of the collection the cotton knitwear, the polo shirts with jacquard embroidery, as well as Bermuda shorts and cargo to complete the outfit devoted to the art of embroidery and its different interpretations. Revolver's Nordic adventure also marks the important development of the womenswear for Jimi Roos, who within the Revolver tradeshow will be protagonist of an event: a "**live embroidery guerrilla**" where the designer himself will embroider live in his special area.

"Since the launch of Jimi Roos at WHITE in January 2014, we have marched along an incredible path that has led us around the world, from Europe to America and Asia. I am happy to go back to my roots and to have the chance to present the brand for the first time in Scandinavia." So **Jimi Roos**

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