

## WHITE DOUBLES

July 18<sup>th</sup> 2007 - Starting from January 2008, WHITE will double and for the first time men's and women's collections will be presented together in a new exhibition structure in Milan, to be held in Superstudio Più in Via Tortona 27 as usual, from 14<sup>th</sup> to 16<sup>th</sup> January 2008, during Milan Men's fashion week.

The anticipation of the women's collections will enable the whole women fashion system to better operate.

White and its creator, Massimiliano Bizzi, mainly aim at creating an event as strong as to involve a large area of the city, the Tortona area, thus livening it up and making it a protagonist, as it already happens during the Salone del Mobile. "Actually" - Massimiliano Bizzi states - "the concept applied to White's last edition, in February 2007, will be exported outside Superstudio Più: the show inside the show, the fashion nesting dolls, thus engaging other locations, neighbouring areas and hence enlivening the whole city".

### THE NAME OF THE NEW EVENT

Its name will be WHITE, as usual; the only distinguishing element is the calendar.

### DATES OF THE NEW CALENDAR 2008

- 14/16 January, during Milan Men's Fashion collections week / F/W Man-Woman collections presentation
- 21/24 February, during Milan Woman Fashion collections week / F/W Woman collections presentation
- 23/25 June, during Milan Men's Fashion collections week / S/S Man-Woman collections presentation
- 25/28 September, during Milan Woman Fashion collections week / S/S Woman collections presentation

### CONCEPT OF THE NEW EVENT

- a new formula, the same location. White will take place in Superstudio Più, presenting furnishing, colours and materials making the visitor feels like being inside a luxury department store or a big metropolitan showroom

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- accurate selection of exhibiting companies. Then, the same commercial selection criteria, which has always been distinguishing WHITE as an exclusive and research show, will always be observed and applied
- there will be no distinction between Men and Women's collections. Men and Women's collections of a same brand will be presented inside the same booth.

#### DIFFERENCES WITH WHITE'S FEBRUARY AND SEPTEMBER EDITIONS

- White editions held in January and June aim at embracing the best of men-women's collections trends.

Never like today we live in an age signed by the coexistence of diverse styles, tastes and trends.

White Men-Women's collections actually intend to voice this multiple character, without losing sight of its typical signs: research, quality and business.

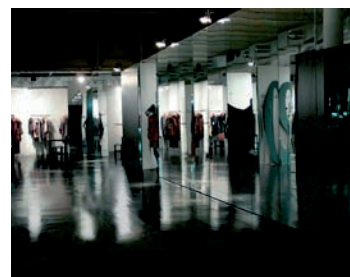
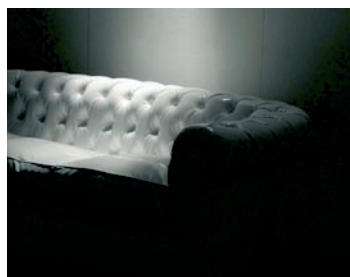
Our task is to meet exhibiting companies needs. Our goal is to strengthen and to animate their product, thus supporting the "thirst" for newness of most attentive and exigent buyers.

Our force will be represented by the adherence to two essential principles: quality and selection.

As well as for women and men's collections, product selection will be based on different typologies, ranging from casual to sportswear, from contemporary-avant-garde styles to the most excessive luxury, thus always orienting towards a high style and identity product.

The 'historic' edition, held in February and September, will keep its DNA unchanged: White will remain the newness and research show, where those companies offering an extremely handmade product, and that love addressing to a niche public, will especially feel at home. We are talking about those companies which are used to present their collections during the Milan Woman fashion week and that will keep doing it without contrasting with other companies characterised by different requirements: from the production cycle to market strategies.

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