



WHITE strengthens its global leadership: between new luxury and internationalization, across both companies and buyers, and expands its program with the RLC Fashion Summit featuring 200 leading international stakeholders.



The September 2025 edition of WHITE Milano, dedicated to Spring/Summer collections, closed with strong appreciation from buyers, who praised the high level of quality and innovation in the collections presented. The event once again confirmed its status as an unmissable appointment for the fashion world, combining tradition and avant-garde. More than just a stage for established brands, WHITE Milano is a dynamic and visionary platform that supports emerging talent and anticipates future trends, thanks to its renowned scouting and sharp understanding of today's market.

Held under the patronage of the **Lombardy Region and the Municipality of Milan, and supported by the Ministry of Foreign Affairs and International Cooperation (MAECI) together with ICE – Agency for the Promotion Abroad and Internationalization of Italian Companies, in partnership with Confartigianato Imprese**, the event took place in the heart of the **Tortona Fashion District**. It showcased a mix of 364 clothing and accessories brands from around the world, with 55% international and 45% Italian. Exhibitors grew by 22% compared to the previous two editions.

WHITE partnered with the **RLC Global Forum**, a platform for global fashion strategy with a focus on retail. Hosted for the first time in

Milan at the Mudec – Museum of Cultures – the **RLC Fashion Summit** brought together 200 leading figures from fashion, luxury, retail, technology, and investment under the theme **“Forces of Tomorrow”**. The Summit offered leaders a platform to tackle the major shifts redefining the industry: from emerging growth markets to technology-driven transformation and the evolution of consumer expectations.

The inaugural Fashion Summit highlighted how interconnected markets—from established fashion capitals to fast-growing regions—are shaping the future of the global industry and opening new development trajectories.

“The RLC Fashion Summit brings together two extraordinary forces: the creativity of Milan Fashion Week and the strategic vision needed to navigate today's complex, fast-changing landscape”, said Panos Linardos, Chairman of the RLC Global Forum. “By bringing diverse voices together, we create space for collaboration and innovative thinking that will shape the future of our industry.”

Among M Seventy's missions, the company that owns and organizes WHITE, alongside supporting the Summit, is backing Saudi designer **Tala Abukhaled** with her brand **Rebirth**. Selected

by Massimiliano Bizzi among the talents of the Saudi 100 Brands program, promoted by the Saudi Fashion Commission and showcased at WHITE in September 2022 and 2023, Rebirth also participated in WHITE Resort in June 2025, attracting strong interest from top buyers. Building on this success, the designer entered the new luxury prêt-à-porter segment with a collection made entirely in Italy, in collaboration with Jato 1991 of Minerva S.p.A., one of Italy's leading industrial players in high-end fashion.

M Seventy has also been chosen as a strategic partner for the third edition of Riyadh Fashion Week (October 16–21), managing the Designer Wholesale Showroom promoted by the Saudi Ministry of Culture's Fashion Commission. The showroom will host about 50 Saudi brands, offering them full support in preparing and presenting their collections, while attracting international and local buyers, investors, and opinion leaders. M Seventy's role will also include coordinating and assisting designers with wholesale development, buyer scouting, and organizing guided tours, B2B meetings, and tailored presentations.

WHITE welcomed a strong turnout of international buyers, including: **Bongenie** (France), **Simons** (Canada), **Harvey Nichols** (Qatar), **Le Bon Marchè** (France), **Joyce** (HK), **Baycrew's** (Japan), **Elle Shop** (Japan), **Hankyu** (Japan), **Isetan** (Japan), **Harvey Nichols** (Kuwait), **Vitkac** (Poland), **Bosco di Ciliegi** (Russia), **Harvey Nichols** (Turkey), **Stockmann** (Russia). From Italy, notable attendees included **Sugar**, **Mantovani Shop**, **Tessabit**, **Spinnaker**, **Penelope**, **Bernardelli**, **Franz Kraler**, **Helmè**, **Susi Hub**, **PozziLei**, **Dantone**, **La Rinascente**, **Chapters**, **Gibot**, **Gaudenzi**, among others.

The **Resort** area also proved successful, attracting buyers such as **Eden Rock Resort** (St. Barthelemy), **Sandy Lane Resort** (Barbados), **Roccoforte Hotels** (Italy), **Cheval Blanc** (St. Barth), **Thaiti Boutique** (France).

A crucial role in WHITE's international expansion has been played by its ambassador network, active across key foreign markets. Thanks to their strategic work and deep local knowledge, WHITE has strengthened ties with buyers, retailers, opinion leaders, stakeholders, and press representatives, significantly expanding its international network. This dynamic and constantly growing network represents a core asset for the project's future development. Overall, foreign buyers grew by **+7%**, with notable increases from the Middle East—particularly Saudi Arabia, where M Seventy has long been active. There was also strong attendance from Spain, Japan (at very high levels), and German-speaking countries (Germany, Austria, Switzerland). By contrast, the Italian market saw a decline of **-11%**.

The **ExpoWHITE** project, launched in 2022 to provide visibility and support to established brands from countries outside traditional circuits, was highly appreciated. Once again, brands from **Armenia**, **Brazil**, **Spain**—supported by **ICEX España Exportación e Inversiones**—and **Romania** confirmed their participation at WHITE. In addition, WHITE's commercial team, together with the Fashion Design Council of India, selected nine Indian designers who, thanks to their creativity, earned strong acclaim from international buyers.

Proposals from **Qatar**, developed in collaboration with the fashion and culture incubator **M7**, found in WHITE's platform a launchpad to enter new markets.

Five designers were featured in the Secret Rooms, special areas dedicated to discovering emerging talent: **Clara Pinto** (UK), **Carolxott** (Estonia), **Rebirth** (Saudi Arabia), **Renè** (Denmark), and from Colombia, **Maz Manuela Alvarez**, who presented her collection alongside a capsule designed with Adidas Colombia—shown for the first time outside the country. During her showcase, WHITE also hosted a live Instagram session featuring **Tom Vinkenvleugel**, Sr. Director Brand Activation at Adidas Colombia, and **Simona Severini**, General Manager of WHITE.

The **Basement** area, a special space dedicated to research collections, hosted the London-based brand **Dreaming Eli**, which, after showing at London Fashion Week, chose WHITE as its first appointment to present its creations to international buyers.

Also noteworthy was the collaboration with Istituto Marangoni: the **I'M TALENT SHOWROOM**, dedicated to Ex-Alumni designers trained both academically and creatively, featuring talents such as: **Fiallo**, **Cascinelli**, **Maison Rags**, **Lukas Christ**, and **Wonderkid**.

Special projects of this edition included **Ballantyne** as part of the **"Showroom Connection"** initiative, which allows selected brands to showcase part of their collection at the exhibition venue while the rest is available directly in their showroom. Another highlight was a "Secret Project" that unveiled to industry professionals a top-tier international brand.

"The 7% growth in international markets, particularly from the Gulf region, is proof of the strategy and work we have been pursuing for some time: opening new markets for our companies. We will continue on this path, exploring regions where demand remains strong" - said **Massimiliano Bizzi Founder and President of WHITE**.

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