



WHITE[®]
MILANO

New international projects for WHITE, which has grown by 22% in terms of exhibitors, on stage from September 25 to 28 in the Tortona Fashion District

WHITE, the Milanese women's fashion exhibition, returns from September 25 to 28 in the Fashion District with new projects and innovative setups. Sponsored by the **Lombardy Region, the Municipality of Milan, and supported by the Ministry of Foreign Affairs and International Cooperation (MAECI) and ICE – the Italian Trade Agency for the promotion and internationalization of Italian companies, in partnership with Confartigianato Imprese.**

The event will take place in the heart of the **Tortona Fashion District**, with a modern format focused on innovation, sustainability, and high-quality proposals for the Spring/Summer 2026 season. A total of **364** exhibitors will welcome an audience of buyers, trendsetters, journalists, and influencers, **55%** from abroad and **45%** from Italy. Exhibitors have increased by 22% compared to the last two editions.



CAROLXOTT



CLARA PINTO

"Once again this year, WHITE confirms itself as an extraordinary showcase attracting buyers, exhibitors, and visitors from all over the world. It renews its offering to anticipate fashion trends and remain a point of reference in the sector in terms of innovation, sustainability, and high quality. Its hub in the heart of Milan's Fashion District will once again be a crossroads of qualified professionals who are part of a global network," stated **Alessia Cappello, Councillor for Economic Development, Fashion and Design.**

This season, the Milanese tradeshow will also partner with the **RLC Global Forum**, which on September 25 will host its first **RLC Fashion Summit** at MUDEC. A decisive step toward building an increasingly strong, dynamic, and innovation-driven international network that strengthens the future of fashion.



*"With the launch of the RLC Fashion Summit in Milan, we are creating an influential platform that goes beyond trends, tackling the structural forces reshaping the fashion economy globally," said **Panos Linardos, President of the RLC Global Forum**. He added: "The global industry is at a rare turning point, and this exclusive summit offers a space to address these changes openly, collaboratively, and with the urgency they demand."*

A significant increase is also expected in the presence of international buyers from key markets such as the **UAE, Saudi Arabia, USA, Canada, Belgium, the Netherlands, Japan, Spain, Germany, Austria, Hong Kong as well as India, Greece, Ireland, Poland, UK, Portugal e Switzerland.**

Among the missions of **M.Seventy**, owner of the **WHITE** brand, and the Tortona Fashion District, is supporting Saudi designer Tala Abukhaled with her brand **Rebirth**. On the occasion of the third edition of **Riyadh Fashion Week** (October 16–21, 2025), M.Seventy will partner in managing the **Designer Wholesale Showroom**, the business hub of the event promoted by the **Fashion Commission of the Saudi Ministry of Culture**.

The expansion into new markets also continues with the **natural evolution of ExpoWHITE**, a project launched in 2022 to offer visibility and commercial support to emerging brands outside traditional fashion circuits.

The exhibition spaces will showcase selected brands from **Armenia, Brazil, China** (through **YIFA**), **India** (with designers selected by the Fashion Design Council of India), **Qatar** (in collaboration with the fashion and culture incubator **M7**), **Romania, Spain**, (thanks to the support of **ICEX España Exportación e Inversiones** and from **South Africa**).

Five brands will be the stars of the **Secret Rooms**, special spaces that invite visitors to discover emerging talents: from the **UK Clara Pinto**, from **Estonia Carolxxott**, from **Colombia Maz Manuela Alvarez**, from **Saudi Arabia Rebirth**, and from **Denmark René**.

In the **Basement** area, dedicated to research collections, the London-based brand **Dreaming Eli** will be among the participants. In the **LOFT** spaces, **Alexy Agency Showroom** will present a distinctly international selection, while **Giemmebrands Corporate Showroom** will highlight an offering rooted in Italian style.

*"The M.Seventy strategy, launched in the post-pandemic period, is now showing clear and concrete results. An evident sign is the arrival, for the first time in Europe, of the Retail Leader Circle, a highly prestigious milestone. Reading in this press release all the internationalization projects launched, especially in the Gulf countries, fills me with pride and confirms that we are on the right path: opening fashion to an increasingly global dimension. Working closely and creatively with emerging designers from Saudi Arabia, Qatar, and India is an extraordinary stimulus for me, and I am sure that soon we will see them on the most important catwalks. The growth strategy of M.Seventy, started several years ago, today sees us committed not only with **WHITE**, but also in supporting the development of fashion in countries with strong growth potential. It is a great source of pride for us, as is the opportunity to bring **WHITE** brands to these markets that hunger and thirst for fashion."* said **Massimiliano Bizzi President and Founder of WHITE**.

WHITE will also continue with the Istituto Marangoni **I'M TALENT SHOWROOM** project, returning in September 2025 after the success of the September 2024 edition and the February 2025 digital edition.

Among the special projects of this edition are the participation of **Ballantyne**, protagonist of the **"Showroom Connection"** initiative, and a new **"Secret Project"**, which will host a high-profile brand to be revealed at the show.

New to this edition: **WHITE Resort** will be set up at the Daylight space inside Superstudio Più, Via Tortona 27, and **Inside WHITE**, in an open space at **BASE**, Via Tortona 54.

On the occasion of **WHITE**, the **FLA – Flavio Lucchini Art Museum**, the surprising fashion-art museum at Superstudio, will remain open for the visitors of the event. Guests will be invited to discover the **"Grazie Giorgio – The influence of Giorgio Armani's fashion in the works of Flavio Lucchini"** exhibition in the Atelier space, with guided tours available through the museum's 20 underground themed rooms, featuring over 650 works including sculptures, paintings, digital paintings, graphics, and installations.

The Atelier exhibition path will also feature a video contribution by Chinese designer **Miaoran**, who took his first steps at



WHITE before being selected by **Giorgio Armani** for his **Armani/Teatro** runway show in 2016. Mioran represents the evolution of Chinese fashion, a perfect balance between his country's solid tradition and global influences, creating designs that merge local tailoring artistry with a contemporary and international language.

Among WHITE's cultural initiatives, for the first time and in preview at the show, the exhibition "**Roberto Miglietta: Iron Weaves and Memory**" will be held at **BASE** (Via Tortona 54). The show presents unpublished works by the creative entrepreneur and artist from Lecce, paying tribute to major designers such as Roberto Capucci, Gianfranco Ferré, and Gianni Calignano. Drawing from his long experience in embroidery, Miglietta experiments with iron, olive wood recovered from Salento fields, and marble, creating miniature architectural works where every piece engages in dialogue with the material.

During the event days, after the exhibition hours, the **WHITE Garden** at Via Tortona 27 will host an intense entertainment program with exclusive aperitifs for industry professionals, enriched by DJ sets in a convivial and stimulating atmosphere where experiences, ideas, and new visions for the future of fashion can be shared.

We wish to extend sincere thanks to the brands **FLÒWZE, HELENA MAR, ABSOLUT CASHMERE, PLEIADES, FRANCESCABI, ARTICO, SURKANA, AELIA ANNA, SOLANGE M., SCAGLIONE, DANIE, VEEV, BENARAS BY CITRUS, MICUCCI Milano, SWGT** and **DOUUOD WOMAN** who generously provided exclusive items, helping to enrich the contents of the much-desired WHITE BAGS. Special thanks also go to the **Azienda Agricola Madonna Delle Vittorie**, and the companies **VOGA** and **RIRÒ**.



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