

WHITE[®]

MILANO

WHITE MILANO: A successful edition for the internationalization of NEW LUXURY.

Foreign buyers increase by 7% thanks to intense and targeted work
Italy sees a 12% decline, in line with recorded industry data
Media channels increase by 16%

Opening of 4 pop-ups in Saudi Arabia, 2 in the United Arab Emirates, and 1 in Qatar.



Milan, March 2, 2025 – **WHITE MILANO**, the leading event for women's fashion, concluded with great appreciation from industry professionals, once again **receiving praise from international buyers and media representatives from across the five continents.**

WHITE's initiatives realized through the **CIRCLE project**, in partnership with **Monica Sarti**, were highly valued, a project with a broad-spectrum vision of the future which began with the signing of the **MoU with the Retail Leader Circle**, a key reference point in the Gulf and Middle East. Thanks to the launch of this project, celebrated on February 27 with a prestigious dinner at Portrait in Milan, WHITE will establish a permanent presence in **Riyadh** with the **AlMalki Group**

for brand selection at **WESTERLY**. Additionally, **three stores will open at the Yacht Club in Jeddah**, two pop-ups with events from October to December at **Ether in Abu Dhabi** and **Wild Fabrik in Dubai**, and lastly, a pop-up at **51East in Doha**, set to open by the end of 2025.

Thanks to its numerous international initiatives, WHITE represents a true intercontinental crossroads, where buyers, designers, media, and industry professionals come together to trace new paths for contemporary fashion. The February 2025 edition of the WHITE showcase, which has just concluded, featured a selection of **300 brands** that WHITE defines as **NEW LUXURY** (55% from Italy and 45% from abroad), including brands from emerging

markets. This demonstrates how the event is increasingly becoming a **global benchmark for innovation, creativity, and elegance in fashion exhibitions display curation.**

WHITE's **Ambassadors**, who are permanently active in the **Gulf and Middle East, South Korea, Japan, South America, Canada, Northern Europe, the DACH region, Benelux, Spain, Portugal, Greece, Vietnam, Thailand, Kazakhstan, Armenia, Poland, Bulgaria, the Czech Republic, Turkey, and Africa** - have actively engaged all key retailers and media in their respective regions, ensuring a steady flow of high-profile buyers during the four-day event.

Additionally, the **560 journalists** who attended the event expressed appreciation for the excellence of the brand mix and the tangible quality of the collections.

Among the numerous international retailers, we can mention some outstanding names such as: Villa Baboushka and HIP Store (from **Egypt**); Cul de Paris, Takashimaya, Hankyu, Elle Shop, Estnation, Dressterior, and Wondercube (from **Japan**); SND and I.N. Select (from **China**); Bloomingdale's, Outline, and Nido (from the **USA**); Jades, Aest, Angelo's, By A Store, and Abseit (from **Germany**); Demsa Group (from **Turkey**); Le Bon Marché, DFS - Samaritaine (from **France**); Westerly from the AlMalki Group (from **Saudi Arabia**); Phaenomen (from **Switzerland**); Ymra, Lune Lautre, and Smets (from **Belgium**); Van Dijk (from the **Netherlands**); Glöre (from **Austria**); Tenero (from **Montenegro**); The Feeting Room (from **Portugal**); Runway Vietnam (from **Vietnam**); Layers (from the **UK**); Frisee (from **Spain**), and finally, Chalhoub Group, Wild Fabrik, and Concept N. (from the **UAE**).

Among the fashion editors present, we highlight Grazia UK and Grazia Netherlands, Cosmopolitan and Marie Claire Turkey, Le Mile, Schön, Puss Puss, The Lissome, Vogue Italia, Elle Italia, Grazia Italia, Il Messaggero, WWD, Corriere della Sera, Vanity Fair Italia, Io Donna, Hub Style, Fashion Magazine, Pambianco, Fashion United, Fashion Channel, and Il Sole 24 Ore.

As in several past seasons, the event was sponsored by the **Municipality of Milan** and supported by the **Ministry of Foreign Affairs and International Cooperation (MAECI), ICE - Agency for the Promotion Abroad and the Internationalization of Italian Enterprises, and the important partnership with Confartigianato Imprese.**

Regarding the brands that captured the media's attention, the highlights were the **Secret Rooms** protagonists: five international designers - **YID'PHROGMA** (China), **MAZ Manuela ALVAREZ** (Colombia), **CAROLXOTT** (Estonia), **OH CARLA** (Italy), and **RENÉ** (Denmark).

Thanks to the alliance with Confartigianato, we also highlight the participation of 24 selected artisan-driven companies, all entirely Made in Italy: BLUI, DLB, DOUUD, MA'RYYA, MAURIZIO MASSIMINO, PINTORIE, PS DON'T FORGET

ME, SCAGLIONE, SHE'S SO, 12PM, ARRON, FRANCESCA BIANCHI DESIGN, FORNARI, LABELLE, LE DAF, MONTE SPORT, PASSION BLANCHE, REPTILE'S HOUSE, SALCE 197, SHOTO, SILVIA GNECCHI, VIPERA, VIVYINROSA, and RELEASE DISTRIBUTION..

Numerous international designers presented the novelties from their collections, showcasing the creativity of their respective countries. From Spain, thanks to **ICEX España Exportación e Inversiones**, an organization that supports Spanish companies in internationalizing their business, the participating brands included 814 EZCARAY, ASPRÓN STUDIO, AUGUSTA, CUSTO BARCELONA, FLABELUS, HENRY HARROWAY, NKN NEKANE, SKATĪE, SKFK, SSSTUFF, SURKANA, THE EXTREME COLLECTION, and YERSE.

From **Armenia**, several designers were presented by the **Fashion & Garment Chamber of Armenia**, with co-financing from the Private Sector Development and TVET South Caucasus Programme, supported by GIZ Armenia on behalf of the German government. The showcased collections included ACHE BCN, ANKASA, BOYAKHCHYAN, TAT MNOYAN, MADE_VEL_E, MOMENTS OF WHITE, NIKOLYAN, SHABEEG, THE WORKSHOP YEREVAN, and Z.G.EST.

Not just business: during the four days, WHITE also offered a rich program of events and networking opportunities, fostering relationships and business development among participants.

As a spokesperson for New Luxury, WHITE, in collaboration with the German magazine **Style In Progress**, hosted a roundtable discussion with key buyers from the DACH region and beyond to discuss the current market landscape and explore the best opportunities for reconquering the retail sector after the slowdown of recent years.

A delegation of Indigenous Canadian designers, promoted by **Indigenous Fashion Arts** (IFA), returned to WHITE (following their first experience in February 2023) to share their vision, which blends aesthetics and ethics, encouraging everyone to reflect on the importance of a sustainable future. The collaboration was coordinated by Sage Paul, Artistic Director of IFA, and the event featured Elissa Golberg, the Ambassador of Canada to Italy, as a guest speaker. The four designers showcased were JUSTIN JACOB LOUIS, YANA MANTA, MDW JEWELLERY, and UNORTHODOX.

The showroom project, developed in collaboration with **Istituto Marangoni**, generated significant interest. In the dedicated space, the fully digital version of **I'M Talent Showroom** was presented, a format that will complement the physical showroom introduced in the previous edition.

In conclusion, WHITE's team extends its gratitude to all participants, exhibitors, partners, and visitors who contributed to making this edition a highly successful event, as well as to the sponsors of the fair: **RENORD**

GROUP, SPACELICIOUS, VOGA ITALIA, PATATAS NANA, LÚBAR, WAMI, and the gadgets from VIPERA, BARBIERI, COLLÉGIEN, DOUUOD, RELEASE DISTRIBUTION and GAYNOR BONGARD.

The next appointment is already set for the Summer 2025 edition, taking place **from June 21 to 23**, with new challenges and opportunities for the fashion world.

Massimiliano Bizzi and Brenda Bellei, President and CEO of the M.Seventy Group, reaffirm their internationalization strategy for WHITE, which had already been initiated and further strengthened before the pandemic in response to the profound changes in the industry: *"Our vision of expanding abroad, bringing our companies, our know-how, and our supply chain beyond borders is allowing us to successfully navigate this period of great transformation in the sector. We firmly believe that the NEW LUXURY segment, which we represent, has a significant opportunity for business growth in today's fashion market. The CIRCLE*

project is an example of this, just as the fashion and music initiative with PURPLE. This edition of WHITE confirms that we are on the right path, and with great determination, we will continue moving forward in the coming editions as part of a long-term development plan."

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