

WHITE[®]

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WHITE'S NEW WINNING FORMULA

The second edition of **WHITE June** has just wrapped up, the new format returned to **Milan Fashion Week** men this month with a unique showcase focused entirely on high summer fashion, resort collections, and pre-collections from clothing to accessories. The **summer fashion** presented is not limited to the sea and the beachwear but is interpreted in a broader and more comprehensive way. It offers versatile solutions for various occasions throughout the sunny season, whether for casual daily life as well as vacation, leisure, and relaxation, aligning with current trend that reflects the growing connection between the fashion industry and tourism.

The WHITE June format was conceived for a **niche market that is currently expanding**, with the aim of presenting new prêt-à-porter collections from brands that embody the summery DNA of this this edition. It provides a **meeting place** – where to engage, conduct research, and make purchases – **for buyers from emerging markets** who are now exploring beyond their traditional boundaries, influenced by international fashion trends. These geographical regions, which were once hesitant to venture outside their comfort zones, have found in WHITE the ideal showcase to **expand their business**.

“As a group, we believe that nowadays there is a growing tendency to experiment with new formulas in order to engage with different markets and discover new sources of creative and commercial energy. Launching a new event at this time is undoubtedly a bold move, but it has rewarded us greatly. The atmosphere and the turnout of these three days have shown that we must continue on this path, which is giving positive results for both us and the entire Fashion Week. It has benefited from the participation of important foreign buyers who haven't visited Milan in a long time” says Massimiliano Bizzi, Founder of WHITE.

A meticulous, continuous, and rewarding research effort has allowed WHITE to bring together **companies** from around the world for this edition. These brands, often difficult to encounter at other events, tradeshow or showrooms, have strategically chosen this occasion to showcase their creativity to top buyers from luxury boutiques and concept stores. The showcased brands are **solid realities**, well-prepared to face the market and the new opportunities that an event of this kind can offer. Through extensive scouting, WHITE's team has identified the most suitable collections for this new format, selecting designers known for their originality, unique materials, special production techniques, and the rich stories and cultures they represent.

This June edition of WHITE has once again confirmed its ability to **arouse interest** and capture attention thanks to the unique partners participating in the fair. Alongside the brands, the key players are the **top buyers** who come to Milan from all over the world and choose our event to allocate significant budgets, investing in the selected collections, finding a positive market response. To name a few: from America **Bloomingdale's, H.Lorenzo, Hotoveli**, from Saudi Arabia **Rubaiyat and Westerly**, from Cyprus **Kult Resort**, from the United Arab Emirates **Bulgari Resorts, Royal Atlantis Group, and Sand Dollar**, from France **Le Bon Marché**, from Japan **Takashimaya and BayCrew's**, from Italy **Antonia, Belmond Hotels, Biffi, Dantone, Eraldo, Gaudenzi, 10CorsoComo, La Rinascete, Rocco Forte Hotels, Silvia Bini, Six Senses, Sugar**, from Mexico **Waldorf Astoria**, from Qatar **Harvey Nichols**, from Turkey **Vakko**.

WHITE has managed to maintain a high concentration of new leading markets due to their strong purchasing power. Starting from the prosperous **Middle East** region, where WHITE has established important collaborations, such as the involvement in the first edition of the Red Sea Fashion Week, as well as Latin America with countries like **Mexico, Colombia, and Argentina**, not to mention countries on the rise in this resort fashion sector such as **Greece and India**.

The attendance feedback was thus satisfactory, reaching a total of 1,562 visitors, primarily international buyers and press representatives, with 65% of buyers coming from abroad and 35% from the domestic market. This edition confirmed that many international buyers are choosing WHITE and Milan for their business, opting not to participate in Paris or other platforms.

Within the fair, **the three special areas** stood out, each showcasing a distinctive and exceptional partner. **Agua by Agua Bendita** was the protagonist of a Special Area dedicated the preview of the "Aurora" collection, featuring exquisite dresses in pastel tones, fine fabrics, and intricate embroidery that celebrate Colombian craftsmanship and tradition. **VICTOR SHOWROOM**, one of the most renowned international realities in the current fashion scene, presented the men's and women's collections of brands like **DUNST, TONYWACK, and LE17SEPTEMBRE HOMME**. The final Special Area was the one set up in the Lounge space by **SUMMER GAMES™**, which exhibited a portfolio of brands that push creative boundaries, with a wide variety of backgrounds. Among these: **WHO DECIDES WAR, B1ARCHIVE by BEN TAVERNITI, HATTON LABS, MIDNIGHT RODEO, SHAY** and the in-house brand **SUMMER GAMES** which added a lively touch to the mix with a sporty-luxury attitude.

To enliven the business breaks, quality entertainment was also featured also during the evenings on June 15 and 16 in the White Resort garden. The relaxed, holiday-like atmosphere was enhanced by numerous special partners: **LADY-J**, musical partner of White Resort, the taste of **1664 BLANC**, the new entry from Carlsberg Italia, as the main beverage sponsor and the wine selections from **Podere Cavaga**, alongside **Re Caffè Scudoletti**. Food and beverage partners included ice cream from **Iconico**, the tasty combinations from **Pantura**, Tuscan cuisine from **Testami**, and the offerings from **Bollicine di Strada**. Special thanks go to **All'Origine** for the beautiful garden arrangements.

