

ITALY / MILAN: THE WHITE TRADE SHOW OF FEBRUARY 2017

White Milano has brought on stage 511 brands on a 20thousand square meters exhibiting surface - out of which 145 from abroad, and 189 new entries.

"The energy spent at each edition of the tradeshow and the determination to cooperate with the Milanese institutions are the engine driving us towards new objectives every season" - said Massimiliano Bizzi, founder of WHITE "Even more so in view of next Septembers big appointment, when we will all be united under a comprehensive 10-days program that will bring together all the expressions of the fashion system and will eventually turn Milan into the fashion propeller.

The tradeshow opened in preview on Friday 24th February with the fashion show of White's Special Guest Situationist, brand designed by the Georgian designer Irakli Rusadze. An event organized in partnership with Camera Nazionale della Moda Italiana at Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci.

The official opening on 25th February was attended by Milans Mayor Giuseppe Sala and Councillor for Labour, Economic Development, Productive Activities, Fashion and Design Cristina Tajani. Both have underscored the need for Milan to me increasingly international and to back young talents, as made possible also thanks to the team work performed with White and other players.

Among the three-day shows highlights, it is worth mentioning the cosmopolitan design by Laura Bihl and her brand Sainte Courtisane, winner of the fifth edition of Ramponi Award; the creative excursus of Lucio Costa, highlighted through the installation SO LUCIO! at My Own Gallery and the talent of Irma Cipolletta, who was awarded the Inside Award by Sofia Tchkonja, creative director of Tbilisi Mercedes-Benz Fashion Week.

The special areas have hosted, in dedicated spaces, the creative talents from Kazakhstan, Portugal and Belgium with showroom [Les Belges] - and Sofie DHoore, and the French Made-in-Italy design by Pierre-Louis Mascia.

Made-in-Italy businesses have been the focus of MIACs project ITS TIME TO CONTEMPORARY ARTISAN, in cooperation with White in collaboration with Confartigianato Imprese. The project has shone a light on the different souls of Made-in-Italy craftsmanship, through an exhibiting concept focusing on three directives: White Studio, White Artisan Lounge e White Folies.

Among the exhibitors partner of Modem editions:

At via Tortona 27 location: 1-ONE, 8PM, // DELIRIOUS EYEWEAR, BLF_BLOOD LESS FUR, CATERINA LUCCHI, CUTULICULT, EPICE, GOTI, GREYMER, HOLYGHOST, INÈS & MARÉCHAL, MESSAGERIE, NOVEMB3R, RARY, ROBERTO COLLINA, SPRUNG, THOM KROM, TOGA PULLA; in the Special Areas FALIERO SARTI and LABO.ART whether in White's creative Hub, the Basement, PETER NON and SIMONA TAGLIAFERRI.

At via Tortona 54 location: CAT FOOTWEAR e RUNDHOLZ.

The next edition of White Milano will be from 17th to 19th of June.

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