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HP9 / MODA / NEWS MODA / APRILE 28, 2017

White Man & Woman aims at international contemporary destination



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Important international novelties mark White Man & Woman in June 2017, the contemporary salon of menswear and women's anticipations, on stage during 17-19 June.

"We are really excited about this significant development in our collaboration with WHITE and the presence of REVOLVER in Milan, in conjunction with the Fashion Week. We firmly believe that Milan will, from now on, offer us new and numerous business opportunities." Says the creative director and founder of the Copenhagen Opera House, Christian Maibom. This edition will be the industrial set of former Ansaldo, in Tortona 54, to make a creative resonance case for around 40 northern European brands, characterized by a blend of WHITE's aesthetic vision, playing on the line of design, inspiration for sportswear and fashion trends, focusing on quality and innovative price point. Moving the attention of buyers and industry operators will also be the recently signed agreement between the salon sponsored by the Milan City Council and the Seoul Fashion Week. The latter will exhibit about 20 brands in Tortona 27, as testimonials of Asian creativity within the event, including Blindness, Dozoh, Nal Project, ATM.

Superstudio Più Tortona 27 is the platform that will welcome the partnership between the salon and the Seoul Fashion Week, with an important review where the selected designers come up, like the aforementioned Blindness (a blend of art and youth culture, characterized by a Dozoh (label created by designer Dongwook Jo Choo, graduate at London College of Fashion and focused on modernist menswear), Nal Project (a female brand that explores all the aesthetic facets of the present). The constant and fruitful relationship of collaboration with ICE - Agency for the promotion of foreigners and the internationalization of Italian companies guarantees the saloon an important incoming foreign buyers, coming from the most significant commercial latitudes, both from the European area - such as France, Great Britain and Germany - both from the Far East and the United States, to the benefit of exhibiting companies and even the entire fashion-Milan system.

Tags: White Man & Woman

