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TRADE SHOW

White bets on China

by **Maria Cristina Pavarini** – April 04, 2017Situationist
show

The Italian show **White continues its international promotion activities**. Within the next Shanghai Fashion Week (April 2017), they have organized the special format event “Style Routes to Shanghai - Fashion Meets Commerce” which will take place on 7 and 8 April 2017. It will be held in one of the most significant hubs of the city’s new fashion district - Sihang Warehouse.

Aim of the initiative that was born from a partnership with Confartigianato Imprese as part of the project MIAC (Moda Italiana Aziende Contemporary) is to help the promotion of upcoming Italian brands and foster business opportunities in the Chinese market.

This two-day new format event will feature a live presentation of brands including Greta Boldini, Pinghe, Act N°1 and Situationist. These last two brands will also participate in a buyer-oriented contest taking place in Shanghai on 9 April.

Also part of the program will be a business forum for buyers and fashion insiders involving personalities such as Mario Boselli, honorary president of Italian Chamber of Fashion, Mario Dell'Oglio, president of Italian Fashion Retailers Chamber, and entrepreneurs such as the top managers of the Bailan Group, a leading Chinese retail organization.

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