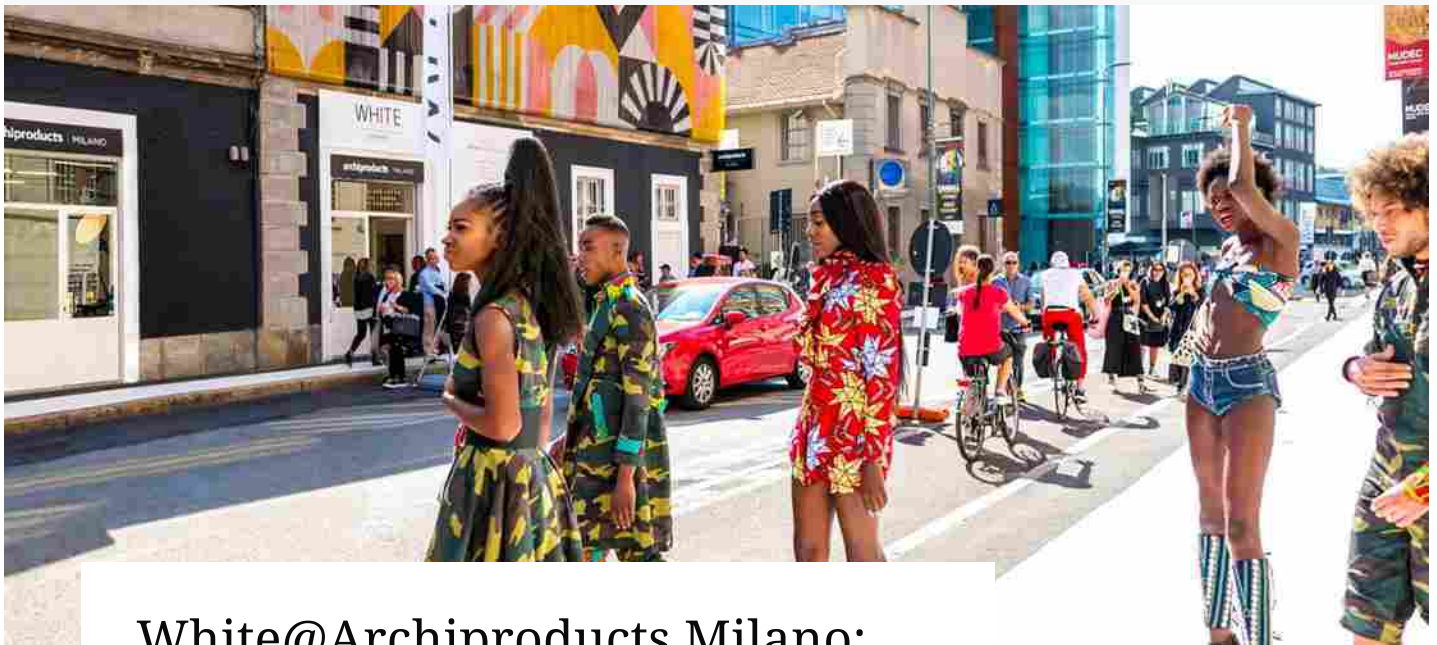


NETWORK  ITALY / EN (€) PUBLISH PRODUCTS

archiproducts®



Login

[Furniture](#) [Bathroom](#) [Kitchen](#) [Outdoor](#) [Office](#) [Contract](#) [Lighting](#) [Wellness](#) [Decor](#) [Finishes](#) [Construction](#) [Tech](#) [Shop](#)
[Magazine](#) [Fairs](#) [BIM](#)
News / [White@Archiproducts Milano: where fashion and design meet](#)

White@Archiproducts Milano: where fashion and design meet

Fashion and design get united in via Tortona 31 with SSHEENA, Martina Spetlova, Situationist and Ksneia Schnaider creations. Lavazza served delicious coffee goodies for brunch

Read 7 times

23/10/2017 - **White Milano** closed this edition with a bang. The international event dedicated to womenswear and accessories included for the first time **Archiproducts Milano**, where fashion met design. Two worlds alike to be united in one common synergy and share the same project.

Archiproducts and White joined forces to show how to reach an economic

Hot Topics

[white-archiproducts-milano](#)
[white-milano](#)
[archiproducts-milano](#)

and cultural growth in retail based on ideas, projects and innovation. Offering designers an inspirational space where to express themselves freely and at the same time offer a relaxed atmosphere for professionals to think about business.

From 22nd to 25th September, Archiproducts Milano hosted a selection of brands and products to show the connection between fashion and design at its highest extend. Serena Mandelli, designer and founder of **SSHEENA**, was selected as Special Guest and protagonist of the Urban Catwalk that closed this White's edition in Piazza Duomo.

Also **Martina Spetlova's** leather creations were displayed in via Tortona 31, where the Russian designer offered a classy and sporty interpretation of the material. **Situationist** and **Ksneia Schneider** showed their latest projects, while **Lavazza** had liven up brunch with many coffee flavoured refreshments.

This 2017 White edition scored an all-time record with 532 brands, 26.211 visitors, two new locations in zona Tortona - Archiproducts Milano and a space within Camera Italiana Buyer Moda - covering a staged area of 20.500 m2. This year's edition offered an extra day compared to the 3 previous editions to offer a balanced mix of acclaimed Made in Italy brands and international emerging designers.

Browse our photogallery!



White@Archiproducts Milano: where fashion and design meet