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MILAN

White Milano

White Milano, with over 550 brands and 27 thousand visitors, reinstates itself, edition after edition, as the ideal marketplace in which womenswear interacts with the most influential international players within a setting that is unique in its kind. The trade show's winning formula has always been their buyer-oriented offer: a careful international selection that meets the needs of the market, while parading the very best of today's fashion panorama across the locations in Tortona 27, 31, 35, and 54.

KEY FACTS	
LOCATION Via Tortona, 27/35/54, Milan, Italy	OPENING DAYS / HOURS 22-24 February, 9.30am-6.30pm 25 February, 9.30am-4pm
KEY SEGMENTS contemporary womens- and menswear, accessories, beauty, eyewear	ORGANIZER / CONTACT info@whiteshow.it whiteshow.it