



## White Milan: a must of Milan Fashion Week



**WhiteMilano** plays a fundamental role in the fashion system and is reconfirmed as one of the most expected events by the industry during the fashion week. From February 22nd to 25th, at the **Tortona** Fashion District, White Milan inaugurates the new areas Knit Lab and Lounge| Sphere.

Knit Lab, entirely dedicated to knitwear, collects a selection of the most original and innovative brands on the market, giving space to talented designers who experiment their own creative ideas of knitwear.

We find brands for which eco-sustainability is essential, such as Maevy Concept and Vito 1925; others place the testing of shapes and colors at the center of their creative process, such as Mario Caruana, I-Am-Chen and Cancellato; others are characterized by a revised classicism in a personal and contemporary key, such as Karin Ricke and Notsy.

In Knit Lab we find an undisputable quality, both of the materials and the craftsmanship, which distinguishes all the brands' present in the Superstudio Più exhibition space.

In this regard, Duvet and Kash, both high-level knitwear brands specializing in cashmere, should be mentioned. The first, conceived by Giovanni Canessa, owes its name to the thin fur of the Tibetan goat, from which the precious yarn is obtained; the second, which exploits the excellence of alpacas and very fine wools, celebrates beauty and harmony by playing with oversize and soft garments.

To complete the circle Elevenbar works its garments as if they were pieces of art, using colors just like an artist with his own palette and keeping the levels always very high thanks to the experience of "handmade".

Intended for those who do not give up quality and elegance even within the walls of their home, the new area Lounge| Sphere is completely dedicated to homewear. Along with the lingerie, represented by brands such as Fantabody, Carami, La Nouvelle and Marieyat, who interpret underwear in a subjective and always original way, we find the world of fragrances, whose scents transport us elsewhere, sometimes to dreamy places, sometimes mythological places.

The space dedicated to accessories, which looks like a real path between products of excellence and industry news, also becomes the venue for B2B meetings, giving to creators the opportunity to meet buyers, producers and other key figures from a business point of view. Accessories become the protagonists through a careful selection, always feminine, ranging from shoes to jewelry and highlighting the new talents in the creation of accessories.

Finally, another noteworthy novelty present at White Milan will be Fashionavant, a collective showcase for Estonian brands August, Triinu Pungits, Kristel Kuslapuu, GUILD and Liisa Soolepp.

Piret Rätsep, co-founder of the Estonian showroom Fashionavant, which takes its name from the exhibition space located in the basement area of via **Tortona** 27, stated that **WhiteMilano** is the ideal setting for young and promising designers from all over the world: a place where designers can get in touch with buyers and especially with the international press.