



WHITE ON WHITE

Milan's Fashion Powerhouse Soars Again

BY ADEL HABIB

MILAN, they talk about fashion like its poetry. It's a culture of metaphor and constant reinvention. To wit, the June 2017 edition of White Man & Woman ended with the catwalk success of Poan and Wood Wood, both in Milan's Fashion Week calendar. White is a mine of ideas embracing art, fashion culture, design, music, communication as well as the new digital frontiers. This edition of the contemporary fashion trade-show has registered a stable turnout of foreign visitors, and a 12% drop in Italian visitors, as compared to June 2016.

White is the main tradeshow for women's collections and the leader for international brands scouting. With its four yearly editions during the milanese woman and man fashion week, it represents the launching pad for the success of brands and companies, as well as a refer-

ence point for most of the key multibrand and department Stores in the world.

With a narrative and exhibiting structure capable of bringing the fashion trends to the fore, mixed in a wide-ranging array of impressive products, edition after edition White stands out on the international scene and in the Milanese metropolitan scenario as a container of ideas and buyer oriented services going well beyond any concept of seasonality and gender.

Despite the physiological drop that has involved the whole fashion system, White Man & Woman is constantly developing its image, while organizing and implementing a variety of projects to guarantee the brands on show the best possible support and to attract top international buyers, like those who partook in the event, namely the likes of: Dell'Oglio,



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"TOD'S SS18 INTRODUCTION PARTY HOSTED AT VILLA NECCHI IN MILAN DURING WHITE MILANO"

Gigi Tropea, D'Aniello, Agnetti, Antonioli, Asselta, Avesani, Babylon Bus, Base Blu, Bernardelli, Biba's, Biffi Boutique, Bini Silvia, Bluebell, Bonvicini, Boutique Tricot, Bruba Rosso, Christine Ellis, Coin Spa, and many more form around the globe (and alphabet).

The trade show's dedication has also been pointed out by the Councillor for Productive Activities, Trade, Fashion and Design, Cristina Tajani, who declared, «As it was the case for several past seasons, also this year the trade show in via Tortona - dedicated to the menswear collections - has also paraded an interesting mix of womenswear pre-collections, an idea that makes WHITE increasingly rich and international, as well as a true reference point for contemporary fashion. Thanks to the precious worldwide scouting activity performed by WHITE's team, Milan

keeps reasserting itself as a forerunner of new trends, as well as a city increasingly focussing on the valorisation of the young creative talents».

In favour of the dialogue among the fashion system's players was the talk, during the show's opening ceremony, by Mario Dell'Oglio, President of Camera Italiana Buyer Moda - The Best Shops - who visited the fair's several areas and booths (like Casadei, with Cesare Casadei, Creative Director of the label) with Giuseppe Mazzarella, Confartigianato Imprese's National Supervisor for Internationalization.

The new formats of the trade-fair have drawn considerable attention, like showroom connection @ White, a bridge project - with marketing and dedicated communication asset - connecting brands, showrooms and buyers. The latter are indeed given the chance to see the highlights at the trade-fair and follow up in the brand's dedicated headquarters. Among the participants in this brand new initiative the likes of Casadei, with the specially developed capsule collection see now buy now; Fragiacom, according to whom WHITE is, "the best showcase has to exhibit style and quality products", Vic Matié, L'autre Chose, Amen. Mono-brand and well as multibrand showrooms like Massimo Bonini with Gedebe, winner of the June 2017 edition of Ramponi Award; Elisa Gaito with Smarteez; Showroom NYKY with Momoni, 88 Showroom with Sartorial Monk and Showroom Point with Mr. Mrs. Shirt have all joined the show.

The synergies between the trade show and the finest showrooms in the fashion panorama have been highlighted through the initiative Friends of White, an international exhibiting project with BaltimoraStudio and TheAlphabet as main actors.

Again under the banner of the teamwork between the trade-fair and the showrooms, the new section Ahead - Athleisure for the Future, curated by Tomorrow, international showroom based in London. The photography show - specially shot by White - enlivened the installation, and is now ready to set forth to reach Paris to enhance the Ville Lumière's headquarters.

Focus also on WOW, International

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Scouting Area, which brought under the spotlight a group of designers like Arrabal, Frolov, The Am Crew, Heliot Emil, Hymski, LAT, Letasca, Muet, Sobec Rebuild, Julia Seemann. The project's retail partner was H Lorenzo, Los Angeles cult store.

As usual, the Special Areas were a major attraction, also thanks to the presence of Nehera, Slovak brand Special Guest at Only Woman, and AALTO, Finnish label, by now a constant presence at White. The womenswear preview area has grown both in terms of value and of quality thanks to the presence of iconic brands like Cacharel, VA Victoria Andreyanova, IBlues, P.E Nation and of showrooms like Six London, footwear brands like Markus Lupfer, Opening Ceremony, Swear London and Toga Pulla.

Special focus on the young craftsmen who animated the WHITE lounge with 15 Made in Italy excellences, thanks to the agreement between Confartigianato Imprese and the trade show, a covenant that has given birth to MIAC, a project aiming to shed light on hand-made 3.0. Valentino Orlandi, Giorgio Corvaglia, Amba, Kyara, Alan Wilson and Giulia Ricchini were among the protagonists and, with 1313AR, Alex, BGY, Cameo Italian, DIS, Emanuela Vannini Design, Patrizia Corvaglia, Patrizia Pozzato they crafted a bouquet of proposals spanning from apparel to accessories, from design to jewels and footwear.

International appeal also for Korean Designers in collaboration with WHITE,



which shone a spotlight on Korean creativity with 20 top brands, among which Dozoh, D-Antidote, Abrahm K, NalProject, Contempoh, ATMSTUDIO and ILStudio.

White fashion culture has given birth to three Special Exhibition: in the framework of the project "Tradition, Value, Beauty", Albini Group showcased White Essentials, Style and Matter of the White Shirt, an emotional and sensorial path encompassing - among others - designers like MSGM, Fabio Quaranta, Vittorio Branchizio, Shirtstudio; the Talent Network Premio Ramponi, focused on the dialogue between design and production, lent new blood-life to the talent of Alberto Zambelli, Francesca Castagnacci, Francesco D'Amico - DAMICO MILANO, Linda Calugi with Twins Florence and Laura Bihl with Sainte Courtisane. Don The Fuller showcased its iconic denim brand's heritage with Denim backstage... how it's made, an exhibiting path conceived to

provide an insight into the denim manufacturing processes, both live and through images.

The Beauty and Glasses areas are becoming more and more frontline and noteworthy, with a painstaking selection of cutting-edge labels that paraded the latest news in terms of men's care and beauty and vanguard eyewear.

The project For Marche - Food For Good, a constant and unrenounceable presence at the fair-trade over last few editions, was conceived and launched by Map Communication to foster awareness and to help the businesses in Central Italy that were hit by the earthquakes. Biological wine producer Ciù Ciù has also been a White partner for several editions of the show. The match between Offida cellar's wines and the collections on show has yet again confirmed that the decision to build a bridge between wine and Made-in-Italy fashion & design, and not only, is a successful one. 