



WHITE HOMME 6th Edition
MEN's and WOMEN's clothing and accessories for Spring Summer 2011
20 to 22 June 2010 - Via Tortona 27/54 Milan

The number of brands tops 100
WHITE sets the benchmark for contemporary men's fashion trends. A quest and triumph in modern formalwear.

On **Sunday 20 June**, the doors of Milan's Superstudio Più will open for the 6th WHITE HOMME international menswear show. It has broadened its horizons for this Spring-Summer event **by inviting important contemporary formalwear brands**. The show provides them with the ideal setting to present the new, modern paths that they are taking.

After the success of the 5th event in January, which saw buyer numbers up by 35%, in June 70% of the exhibitors from previous shows will be returning. The presence of **110 high quality brands** has also been confirmed (an increase of 10% on January).

Like the others, the men's event is expanding. In addition to the surface area of about 9,000 m² from last time around, **a further 1,000 m² in the Ex-Ansaldo location** (Via Tortona 54, opposite Superstudio Più) will be welcoming visitors to WHITE and the city of Milan for an exhibition/event entitled "The tradition, the value, the beauty".

"This show has filled us with fresh energy and drive. We feel the great impetus of the continual and natural evolution of WHITE Homme, which allows us to work more and more with our "ideal man" in mind: a contemporary, fashionable man who is in tune with our mood. A person who is capable of tastefully and elegantly blending casual garments with first-class modern tailoring and is increasingly in keeping with the latest models and fits. We are remaining true to our roots in research and above all quality, while broadening our horizons and aiming to serve as a sort of department store, having achieved our goal of getting some big modern formalwear brands involved. This is a big step forward for us and an important sign of approval from a market that demands flexibility, adaptability and above all the ability to embrace the positive aspects of a period of constant changes." Simona Severini, WHITE General Manager.

"The tradition, the value, the beauty"
exhibition in the Ex-Ansaldo location
The Neapolitan company Ciro Paone S.p.A. brings the handmade excellence of KITON to Milan

A backdrop of 1,000 square metres in the Ex-Ansaldo location for a vast *tableau vivant*. Part of Ciro Paone S.p.A.'s business is moving from Naples to Milan during WHITE Homme to offer the visitors and the city a marvellous spectacle: the craftsmanship of the tailors, who are trained by the company itself at a special school. These "artists" of the needle and thread produce the world-famous Italian fashion.

The history and tradition of the company that produces the **KITON** brand men's and womenswear will be introduced in an exhibition of photographs from the archives.

The Neapolitan company bases its business on the concept of quality of life, which becomes quality in work and therefore quality in the final garment. This out-and-out philosophy is built around the culture of beauty, authenticity and originality.

It all starts with the training at the company's tailoring school, where "expert tailors" prepare young people for their future work. At the end of the courses, 80% of the students are offered a job at Ciro Paone S.p.A. and the remaining 20% are taken on by other companies in the trade. This demonstrates the need to invest in the new generations in order to pass on the rare, precious and increasingly in-demand Italian know-how.

For 2 days (Sunday 20 and Monday 21 June), a group of specialist tailors, including former students at the company school, will show off their skills by working in front of the public. All of the phases in clothes making will be demonstrated, from the cutting to the sewing. The tailors' equipment will be transferred to Milan for the occasion and they will all be working in their usual positions with their own personal tools, from the wooden chairs to the scissors.

The company is also moving its canteen and the Neapolitan cook that runs it to Milan. The lunch break is another important part of the day: it involves conviviality, discussions, socializing and – naturally – good food. Here too quality comes above everything else.

The tailors and company managers will sit around the table with guests from the worlds of culture and fashion for an informal debate about the value of beauty and authenticity in Italian fashion.

WHITE President Massimiliano Bizzi had the following to say: *"My visit to the Ciro Paone S.p.A. premises in Naples was an exhilarating and exciting experience, so I was very keen to put this event together in partnership with them. Our goal is to get the public directly involved in order to make an impression on them, promote comprehension and start acknowledging the true value of our area of business again by reclaiming Italy's tradition and culture – something which companies of this calibre protect and pass on with affection. Fashion is made of emotions and passion."*

WHITE

PRESS

The new formalwear scene at WHITE

By inviting leading players from the NEW FORMALWEAR scene to participate, WHITE is developing a section that made a positive start last season with **DRUMOHR**, which has confirmed that it will be appearing again.

Among the new features is an important proponent of contemporary Neapolitan tailoring whose flagship **SARTORIO** offerings will be the stars of a special display. There will be a room and a space inspired by the brand's ideal man. Refined, introspective and unconventional, he is a sort of modern-day dandy who will be opening the doors of his bedroom to the public. Furnished with vintage pieces and design accessories, in the mix of classic and modern tastes we will find clues and details that reveal his personality.

BARBA NAPOLI will be appearing with freshly reworked small details on its shirts, while **DI RUGGIERO** is another big player in traditional Neapolitan shirt tailoring that will be on show.

Among those joining us for the first time is **SEALUP**. After the positive results with the Filippo Chiesa brand last time, it will be presenting three collection projects: "Casual Chic", "XXLight" and "Motorcycle Trench Coats".

Debuts will also be made by **CRUCIANI**, a longstanding Italian company renowned for its cashmere knitwear that will be presenting totally reversible sweaters, and **MASSIMO ALBA**, as the creative director of a special event in the Lounge.

The Special Event:

Massimo Alba presents exclusive creations for WHITE and a Temporary Shop

MASSIMO ALBA. After some significant experiences in fashion, in 2007 he started producing his own men's and womenswear collections, which are sold in his boutique on Via Brera in Milan and in selected stores throughout the world. Massimo puts his own personal vision of life into his creations. WHITE is opening the doors to his entire world by creating an everyday, real space: an area that sees constant movement; a work in progress; an unfolding story that will feature fashion, art, music and some of the other wonderful things in life. The aim is to "recreate" places that are familiar to the designer. His studio, showroom and home will be relocated to the show to reproduce their warm, welcoming and congenial feel to present his spring/summer collection 2011.

The Massimo Alba area will be a section of WHITE where you can stop to eat or take a break in the friendly surroundings. This large room will be open to guests and friends, and it has a surprise in store for the evening.

TEMPORARY SHOP. Creations that have been exclusively put together for WHITE will be on show: feather-light printed cashmere scarves, a special collection of ties, unique vintage pieces and WHITE cushions embroidered with pictures of men and women, not to mention hand-stitched deck shoes, hats and dark coloured glasses. It will be open to the public from 6.30 pm (after the show closes).

The Special Guests

The show will see the Italian debut of the **DAMIR DOMA** brand founded by the young Croatian designer Damir Doma, who was here last season with his **Silent** line. At WHITE HOMME he will be exclusively revealing **8 outfits in a worldwide preview** of the new SS11 menswear collection that will be presented in Paris the following week in a fashion show/event that is one of the most interesting happenings on the French schedule. The designer will also be introducing himself with the *site - specific* video installation in the Basement.

After learning his trade in Antwerp during a full-on experience with Raf Simons, he made his debut in 2006 with a collection that was an immediate success. It featured his aesthetics inspired by the fragility of the human body and the search for a contemporary expression of masculinity and femininity. Draped figures, floating volumes and light cuts represent his uncompromising vision of fashion and art.

Another eagerly awaited new entry is **SURFACE TO AIR**, which will be appearing at an Italian show for the first time. It was established in Paris in the early years of the new century as a group of creative talents united by photography, fashion, graphic design, music and film projects. The team has grown over the years and each of these activities has been developed independently by companies that are separate but linked by the shared vision. They can boast collaborations with names such as Louis Vuitton, Issey Miyake and Dover Street Market.

The Surface To Air clothing collection was originally created for dressing the members of the group. It went on to become a total look for men and women. The man is a reinterpretation of the classics, with influences and details ranging from military to country looks, from the French bourgeoisie to heavy rock. The woman is unintentionally sexy.

MAKIN JAN MA is a multi-faceted artist who creates clothing collections in an indirect and unusual way. He writes stories and screenplays, makes films of his tales and dresses the characters in his creations.

Originally from Hong Kong, he moved to London at the age of 19 to finish his education. There he began to develop his visual language and his unique outlook. The need to create with different media in order to express himself and the desire to become a director led Makin to produce his first clothes for use in his videos.

The creation of the garments allows him to establish a close, sensual relationship with his characters. The artist's sources of inspiration are existence, the moon and matter. Makin will be bringing his world to a special area of WHITE.



Research and the avant-garde: WHITE's core identity

WHITE is continuing its pure research through brands with unique offerings, such as **ALEXANDER FIELDEN**, a footwear craftsman and artist. Since he started his business in 2003, he has designed and produced many unique pairs of shoes to order and numerous powerful and original artworks.

Further creativity and inspiration will come in the shape of **NINESIXTY** by **HIROTERU KATOH**, a young Japanese designer who has worked with names such as Lucien Pellat-Finet and Patrick Cox. This original collection of *chevalier* rings is handmade using fine leather, crocodile and python skin, gold, silver, precious stones and semi-precious stones.

The research and unique elements continue with the **Basement exhibition, which has seen 80% of the brands returning**. In Superstudio Più's areas below street level there are striking showrooms for avant-garde designers presenting highly creative collections with selective retail distribution. Total looks will be revealed by **LUMEN ET UMBRA** and **VOLGA VOLGA**. There will be accessories from **L.G.R.** (eyewear), **PORTRAIT** (scarves), **CORNELIAN TAURUS** by **DAISUKE IWANAGA** (bags), **MARSELL** and **MARSELL GOCCIA**. **NORWEGIAN RAIN** will be offering its original wet weather wear and there will be denim from **PRPS**.

The heart of the show

WHITE will also be presenting a selection of strongly fashion-oriented brands with superb depictions of trends, thus confirming the broad variety and high quality of the businesses at the show.

The new entries include clothing collections from **ALTERNATIVE APPAREL**, **EDUN**, **DEPARTMENT 5**, **EMILIANO RINALDI** (men's and womenswear), **INDIVENIRE**, **PURER**, **SUPERFINE**, **TCONCEPT** and **TRANSIT PAR-SUCH**, jackets by **BACON**, knitwear by **BELLWOOD**, trousers by **GOODMAN'S BROS**, denim by **KURO**, shirts by **M. ROY CREATIVE LAB** and accessories from **PARENTI** (belts), **SILENT PEOPLE** (bags), **RAFFAELLO BETTINI** (hats), **LUCA DELLA LAMA** (belts), as well as outerwear by **TRAME** and knitwear from **V-NECK**.

The **XS space** sees the return of **52 82** footwear, **AD 56** ties, **DEMAGLIE** jewellery, **LEATHER CROWN** footwear, **MOSCA** shirts, **OPS!** timepieces, **REVERSO** knitwear and **RUFFA** footwear, and the **debuts of COR SINE LABE DOLI** bow ties, **DIVOSS** T-shirts, **DOZEN** footwear, **HEIDI RITSCH** belts, **MEDIVE** and **ROSAMUNDA IN BLU** scarves and **OPRA** bags. **XS** is the area for up-and-coming designers and new brands that are presenting small collections. **WHITE** supports them by offering advantageous exhibition conditions for the first 2 seasons, thus allowing them to come into contact with the select group of buyers and members of the press that visit the show.

The soundtrack of the event

The background music over the three days of the show will be provided live by a number of DJs who will take it in turns to perform at the decks in the centre of a specially designed set. The tunes will be different each time and provide rhythm as the day progresses, creating an intimate, club-like atmosphere. There will be live shows and DJ sets selected by Bitsugar every day from the late afternoon onwards.

The fresh creation

A new zero-impact vehicle will be unveiled at WHITE

WHITE will be presenting **TAG**, part of the first generation of SEVs (Smart Electric Vehicles). This innovative electric bicycle has a clean lithium battery. It folds up, is easy to carry around at just 14 kg in weight and can be customized, making it an intelligent new way of getting around town. It is a cutting-edge "object" that will start a new fashion and will allow visitors to enjoy a novel experience at **WHITE**, which has always keenly followed the zero-impact concept. The first **TAG** bicycle will be customized for **WHITE** by Massimiliano Bizzi, the creator and president of the show.

WHITE HOMME

20-22 June 2010

9.30 am to 6.30 pm (5.00 pm closing on the last day)

WHITE PRESS - AND' STUDIO

Barbara Gianuzzi, email: barbaragianuzzi@andstudio.it - press@whiteshow.it

Andrea Pilastro, e-mail: andreapilastro@andstudio.it

Telephone +39 02 45487375 - Fax +39 02 45487683

Organization: M.Seventy srl, Via Giovanni Prati 9 - 20145 Milan

Telephone +39 0234592785 - Fax +39 0234592809 Email: info@whiteshow.it - info@mseventy.com