

WHITE®

WHITE No. 21
Friday 25 – Sunday 27 February 2011
Superstudio Più via Tortona 27 – Spazio A (ex Ansaldo) via Tortona 54 – Milan

325 exhibitors will attend the 21st edition of White, the contemporary fashion international show dedicated to womenswear collections for the 2011/12 fall-winter season to be held in Milan from Friday 25 February 'till Sunday 27 February 2011 at n° 27 and n° 54 via Tortona.

White has selected 229 Italian and 96 foreign exhibitors among over 1.600 applications. This is to confirm the uniqueness and the high grade of the Milan's show, focused on the research of exclusive products.

Plenty of new proposals on the upcoming edition, beginning with the metro train fashion show on the MM 3 Subway line, on the evening of Saturday 26 February, in cooperation with Milan's City Office for the Promotion of Fashion and Events within "Milano Loves Fashion" (the events schedule promoted by the City of Milan on the fashion week), with the valuable collaboration of **ATM**. "**THE FIRST FASHION SHOW ON A METRO TRAIN**" will set the spotlights on the made in Italy collection by the Tuscan designer **Alessandra Marchi**, to be presented on the Meneghino train together with the iconic shoes by **Guidi**.

The eco-ethical initiative of the new White edition is signed by Ilaria Venturini Fendi, who has set up a development project in the Sub-Saharan Countries with the brand of recycled bags **CARMINA CAMPUS**. This project is also the theme of the show "**NOT CHARITY JUST WORK**" staged at Spazio A.

Igor Kikot and Fedor Voizianov - two of the most outstanding designers on the contemporary international scene - will present their respective f/w 2011/12 womenswear collections in a dedicated space within "**SHAPE OF SHADOW**" a special outfitting 100% made in Ukraine.

GUSTAVO LINS will be the protagonist of the windows of the **Daad Dantone** boutique, which in cooperation with White will dedicate three days to the new creations of the French-Brazilian designer, having his atelier in Paris.

For the fourth time running, **WHITE BEAUTY** comes back together with a selection of perfumery and cosmetics top-notch brands, with the eco-friendly furnishing accessories by the Mexican brand Pirwi.

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he special guests of the show, **JC DE CASTELBAJAC** collection, for the first time at White, conveys his chic&twisted style into a new season of international success.

WOW, White's fashion community, which debuted on the web on ast January, will work full-time on the sets prepared within the Show with new photographers, graphics, models and stylists, but also with bloggers and image-makers to create unpublished pages to be launched on line on www.whiteshow.it.