

# WHITE®

## PRESS RELEASE

### WHITE CLOSES WITH 15.311 VISITORS

28 febbraio 2011

A dynamic and sprouting venue of events, involving the fashion system with a travel journal full of appointments, starting from a fashion show in the subway to a night party in the heart of Milan, a happening in a boutique and a show with high ethical and social contents.

White's cultural path was outlined over three days of events with 11.036 buyers (**+ 11% compared to 2010 February edition**) of which **2.983 foreigners (+8%) and 793 journalists, for a total of 15.311 (+ 22%)** to exceed **17 thousand** if we integrated the recorded number with more than 2 thousand people visiting the events throughout the city (Daad-Dantone/Gustav Lins, Alessandra Marchi fashion show in the subway and the party at Palazzo Giureconsulti).

"The increase in international buyers" **Simona Severini**, White general manager states *"proves that though we are aware of the long way to go, we are on the right track to become a huge venue of ideas and international events in connection with the universes of fashion and contemporary culture"*.

*"I would like to say thank you to the City of Milan and to the National Chamber for Italian Fashion"* president **Massimiliano Bizzi** adds *"because all together we contributed to confer sprightliness and enthusiasm to the events organised during the fashion week"*.

*White's 21st edition was held in Milan from 25 to 27 February with 346 exhibitors, 30% of which coming from abroad.*

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