

WHITE

PRESS RELEASE

WHITE BUYER NUMBERS TOP 10,000

27 September 2010

The summer 2010 WHITE fair came to a close yesterday after welcoming **record numbers of buyers: 10,172** of them attended altogether, marking an increase of **23% on September 2009**. The number of Italians was up by **17%** and the number of foreign buyers by **30%**.

"I had been aiming to reach the 10,000 buyer-mark for years. It is a huge achievement for us and it shows the value of the work we have done and the growing importance of WHITE. Another key element is the increase in the number of buyers from abroad. This proves that we have made a sound decision by pursuing a joint strategy with the city and the main fashion players in Milan." **Massimiliano Bizzi, WHITE President.**

There were **360 exhibitors** overall (34% of whom came from abroad). Their fashion, accessories and beauty goods attracted a total of **13,200 visitors**. There were **600** accredited members of the Italian and international press.

The show took place from 24 to 26 September, thus coinciding and working in synergy with Milan Fashion Week: it took on a leading role with its "off-calendar" events on 23 September, including the fashion show by **Henrik Vibskov** (which was on the National Chamber of Italian Fashion's schedule), and the fashion and art show by **Ilaria Nistri** on 24 September.

This was the 20th WHITE show. It was officially opened on Friday 24 September with a visit from the **Deputy Minister** for Economic Development **Adolfo Urso** and came to a marvellous conclusion.

Upcoming events scheduled for 2011:
WHITE Homme January 2011
WHITE Kids January 2011
WHITE + WHITE Beauty February/March 2011