

Milano



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WHITE®

WHITE

24, 25 and 26 September 2010 – Via Tortona 27 and 54, Milan

The latest appointment with fashion, beauty and events is here, opening with the Henrik Vibskov show

WHITE is back with the women's fashion and accessories collections for Spring/Summer 2011 and the most exclusive beauty and well-being offerings from the third **WHITE Beauty**. The events will be held on the **new dates Friday 24, Saturday 25 and Sunday 26 September**, as recently announced and established by WHITE in agreement with the other key players at Milan fashion week.

The show will feature a line up of 350 fashion and beauty exhibitors in its two sites on Via Tortona (Superstudio Più and Ex-Ansaldo), with **34% coming from abroad**. Starting with the expansion of its locations last season, WHITE has increased its number of exhibitors by **25%**. Today, the show focuses increasingly on brand selection, quality, originality and the range of events which accompanies it.

New features for the forthcoming show include a new visitor reception solution. In fact, a reception lounge will be set up on Via Tortona between Superstudio Più and the Ex-Ansaldo. This new structure will act as a *trait-d'union* between the two sides of the street, creating continuity between the two exhibition spaces.

*"I would like to thank the organisers of White for deciding to change the dates of the forthcoming show," commented the Councillor for Fashion of the Municipality of Milan, **Giovanni Terzi**. "This will contribute even further to making Milan the world fashion capital in September. An all-round fashion week, with quality offerings for a public of experts and professionals, as well as fashion lovers and enthusiasts."*

"I am very proud and satisfied with the latest objectives achieved by WHITE. Every season we update our great mosaic with new tiles, which help strengthen our structure and identity as a reference show for women's fashion in Milan. We are constantly growing in terms of content and our relations with the city, institutions and key players in the fashion system. Our spring/summer show marks the finalisation of our partnership with the Camera Nazionale della Moda Italiana (National Chamber of Italian Fashion), with which we worked to move the dates of our show and which is playing host to the Henrik Vibskov fashion show for WHITE.

It is a great honour for me to sit at the table with Councillor Terzi, Cav. Boselli, Riccardo Grassi, representing Milanoshowroom.it and Beppe Angiolini, Chairman of the Camera Italiana Buyer (Italian Chamber of Buyers).

*In my opinion, this means real systematisation for Milan." **Massimiliano Bizzi, Chairman of White***

"I am particularly satisfied with the decision made by the women's fashion shows to change their dates in keeping with the Milan Women's Fashion calendar published by the Camera Nazionale della Moda Italiana. This will create advantages for everyone, including the showrooms. This season's Milan Women's Fashion Week will see a large number of emerging designers from the Camera Nazionale della Moda Italiana and the arrival in Milan of Henrik Vibskov, invited in partnership with White."

Mario Boselli, Chairman of the Camera Nazionale della Moda Italiana.

"The new composition of this long fashion week and this partnership between all the various components of the fashion system is paving the way for a very important new phase for Milan. We cannot allow this opportunity to pass us in forthcoming seasons, but must seek to replicate this formula and improve it so as to create a shared plan that looks to the future. On behalf of the showrooms and Milanoshowroom.it, I would like to express our sincere thanks for the change of dates which WHITE was the first to agree to. This will make the work of the showrooms much easier."

Riccardo Grassi, Representative of the Associazione Milanoshowroom.it.

"As a chamber of buyers, we have always hoped for greater collaboration between companies, associations and institutions in order to make Milan more hospitable, efficient and attractive during fashion week.

*The path undertaken this year is certainly the right one. We really appreciate the effort made by the Municipality of Milan, the Camera della Moda, the companies, the showrooms and WHITE to offer a calendar that is more spread out and packed with important events. As buyers, we can finally go back to working more calmly and this will prove an advantage for the entire fashion system." **Beppe Angiolini, Chairman of the Camera Italiana Buyer Moda.***

The summer event will also see expansion in terms of the show locations: White has created WHITE EVENTS, which will be based in Superstudio 13 at Via Bugatti, 9, where it will host two important fashion shows.

White Events will feature for the first time at WHITE in September and will go on to promote a range of events, including events unrelated to the fashion shows.

The latest WHITE will see a star of the Parisian catwalks, HENRIK VIBSKOV, in Milan for the first time with a fashion show/event included on the official Camera della Moda calendar. The Danish designer's show will mark the opening of WHITE, with the first of the two **WHITE EVENTS outside the show dates**. In fact, this show will be held on 22 September and will be followed, the next day, by the presentation of ILARIA NISTRÌ, 23 September, who will reveal her latest collection during an avant-garde theatre performance.

The White calendar kicks off with the opening of Milan fashion week and is spread over a total of 5 days: 22 and 23 September for the events and 24, 25 and 26 for the show itself.

HENRIK VIBSKOV - Wednesday 22 September, 8:00 p.m. – Superstudio 13, Via Bugatti 9

The eclectic Danish designer, the only Scandinavian designer to take part in the men's catwalk shows in Paris, has 14 collections available and is known for creating not just clothing, but the ideal world around them. His shows are always original and highly spectacular. At WHITE, Vibskov will be presenting his collections on the Milanese catwalks for the first time.

ILARIA NISTRÌ - Thursday 23 September at 7:00 p.m. – Superstudio 13, Via Bugatti 9

Nistrì will be presenting her new Spring/Summer 2011 collection during the course of a show staged with the avant-garde theatre company, Santasangre. Ilaria Nistrì has chosen a new form of expression and an unusual context to narrate the genesis of creation. Dance, images, projections and sound will feature in the theatrical interpretation of the collection.

RI-AFRICA photographic exhibition - from 24 to 26 September – Ex-Ansaldo, Via Tortona 54

Throughout the duration of the show, ROBERTO DEL CARLO will be bringing the photographic exhibition entitled **RI-AFRICA** to the Ex-Ansaldo building. The exhibition features images by **Claudia Romiti**, winner of the **Roberto del Carlo Photo Contest** at the Lucca Digital Photo Fest in 2009. This project examines the theme of Italian immigration in a highly original manner. The photographer uses great simplicity, sensitivity and elegance to reveal a reality of which we often have no true perception, succeeding in giving an identity to the people she photographs and enabling them to emerge suddenly from anonymity, regaining their human dignity.

NORWEGIAN RAIN presents “Bergen – a pop up book”, Via Tortona 27

The team from Norwegian Rain, a rainwear brand and loyal participant at White, presents an original installation made by artists and creative designers from Bergen. This across-the-board project will feature fashion, design, art, music and culture inspired by their city of origin. A city known for its vicinity to fjords, its rain and its lively music scene.

As well as Alexander Helle and T-Michael (heart and soul of the brand), the project also involves a number of emerging figures in different sectors. Birk Nygaard, video artist; the architect Paul La Tourelle, Sva Magazine; the musicians from “Kings of Convenience”; the graphic design studio Grandpeople; the fashion designer Siv Stodal and some emerging musicians.

After the show, the installation will feature in a temporary shop project in the centre of Milan from 29 September, where it will remain for one week.

Selection by C.L.A.S.S.

In full White spirit, the show will also feature **“Selection by C.L.A.S.S.”**, an area dedicated entirely to the promotion of 15 innovative, glamorous and yet sustainable designers: 959®, Borrello & Co., Cangiani, CeeBee, Così nero quasi blue, d. by asap, Gaia Pace, G.O.D.D., Juste un Sac, desMode, Mori-Mondo, Reggiani, Rianne de Witte, Rizieri® and Yoshiki Hishinuma. “Selection by CLASS” will also make space for two fringe events: The Art of Eco-Stylish Jewellery, which features the three categories of material in its Ecolibrary through the work of three jewellery artists; and Ecostyle from around the World, in which Green2greener, CLASS' new partner, will display a selection of articles by 7 international designers, which

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have already been presented during its travelling "Eco-Chic Fashion Show" in partnership with UNCTAD (United Nations Conference on Trade and Development).

Calendar of Music Events

From Friday 24, the three days of WHITE will be accompanied by music, now an essential part of the event following on from the success of White Homme and White for Kids in June. During the day, a stage in the garden of Superstudio Più will play host to a series of live DJ sets and three events open to the city of Milan, in the following order: 24/9 Tying Tiffany in concert for AMEN, 25/9 "Friends of HTC at White Milano 25/9/2010" and 26/9 "White Young Music Talent".

WHITE and Baby nel Cuore

The show and Baby nel Cuore are working together to build a children's hospital in Salvador de Bahia, Brazil. White and non-profit charitable organisation Baby nel Cuore are proposing that all the exhibitors dedicate one article in their next collection to the construction of the hospital. The hospital will be constructed in between two densely populated *favelas* and will provide free care to children and mothers living in extreme poverty.

WHITE Beauty

The third WHITE Beauty will feature some new entries, including Hanae Mori, Les Arganiers, Maison Des Reves, Meo Fusciuni, Peter Thomas Roth, Vegederma Bio, and Beauty De Clinica Ivo Pitanguy, as well as the special Henry Timi display.

Timi grew up and lived amongst wood dust and experiments. He loves simplicity and always strives for beauty. "My method of design tends towards purity. It is a method involving thought, forms and proportions. I find it intriguing to strive for beauty and to work towards the charm of aesthetic perfection." His work includes: residential projects, public projects, image coordination, aesthetic and style consultancy. He is a thinker, creator and designer. In 2006, his determination and credo led to the creation of the EXTRA brand, made up of tailored Italian articles dedicated to lovers of expressive simplicity.

Marco Fossati's wedding dress collection on display at WHITE

When creating his collections, Marco Fossati, a graduate of Saint Martin's School of Fashion in London, is inspired by his ideal of an elegant woman wearing outfits with classic lines, but modern details, making the clothes as unique as the person wearing them.

His wedding dress collection on display at White won the "Giovani Maestri di Sartoria" (Young Master Tailors) contest held by the Municipality of Milan.

WHITE will be open from 9:30 a.m. to 6:30 p.m. on Friday and Saturday and will close at 6:00 p.m. on Sunday.

White is organised by M.seventy srl, sponsored by the Municipality of Milan

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