

# WHITE

## PRESS

### WHITE HOMME ENDS WITH 44% MORE BUYERS

*23<sup>rd</sup> June 2010*

The 6<sup>th</sup> WHITE Homme, the fair dedicated to menswear, womenswear and accessories collections for Spring/Summer 2011, drew to a close yesterday, reporting an increase in terms of both quality and quantity.

The Fair was buzzing from start to finish with new, positive energy, precious lifeblood derived from the important new developments that characterized this summer fair: a significant number of brands representing contemporary formalwear, the presence of special guests with excellent debuts and a calendar packed with events and concerts.

Here are some end of fair statistics from this sixth fair:

- **3300 buyers** in attendance over the 3 days of the fair;
- **44% more accredited buyers compared to the June 2009 fair** with a **52%** increase in Italian buyers and a **25%** increase in foreign buyers with a strong Asian delegation
- The percentage of buyers present was up 10% compared to figures from White Homme of January 2010, with a 14% increase in foreign buyers;
- **110** brands present, of which **84** were Italian and **26** foreign;
- An exhibition area of **9000 m<sup>2</sup>** at Superstudio Più, **1000 m<sup>2</sup>** at the former Ansaldo

“Our commercial strategy which which resulted in the brand mix of carefully selected companies which we proposed at WHITE Homme stimulated great interest on the part of buyers, who are always looking for more comprehensive, versatile proposals, and the exhibition attendance figures bear this out. The best buyers and most experienced Italian and foreign sector operators all came to Milan, confirming its status as the most important fashion capital for menswear. I believe, also, that the excellent attendance is a positive endorsement of our modern exhibition layout and our decision to include special appointments, including music concerts, within the WHITE programme. **Massimiliano Bizzi, Chairman of WHITE.**”

The fair kicked off on Sunday 20<sup>th</sup> June with an important appointment around the tables of the staff canteen of **Ciro Paone Spa** – which travelled to Milan

for the exhibition-event entitled “**Tradition, value, beauty**” – bringing together company executives, **Ciro Paone** (founder) and **Antonio De Matteis** (Managing Director), a delegation from Camera Buyer as well as the Chairman **Beppe Angiolini** and a number of top Italian buyers and the press. The aim of this informal meeting was to share the fundamental message linked to the value of the tradition of Italian handmade apparel, by bringing the expert tailors who meticulously make each **Kiton** garment to Milan especially for the exhibition.

The evening of Sunday 20<sup>th</sup> June marked **WHITE Homme**’s first musical appointment with a concert by **Silver** who, despite the rain, still got exhibition-goers singing and dancing. He was followed on stage by a performance by **Albanopower**, presented by **Massimo Alba**.

Another two music appointments on Monday 21<sup>st</sup> June starred the young **Sofia** performing live in the gardens at Superstudio Più and French group **Singtank** plus DJ Mehdi from Scenario Rock in the **Surface to Air** space, with a performance that rocked the crowd of young fans of the original label.

#### **WHITE PRESS – AND’ STUDIO**

Barbara Gianuzzi, e-mail: [barbaragianuzzi@andstudio.it](mailto:barbaragianuzzi@andstudio.it) – [press@whiteshow.it](mailto:press@whiteshow.it)

Andrea Pilastro, e-mail: [andreapilastro@andstudio.it](mailto:andreapilastro@andstudio.it)

Telephone +39 02 45487375 – fax 02 45487683

Organizers: M.Seventy srl, Via Giovanni Prati 9 – 20145 Milan

Telephone +39 02 34592785 -fax +39 02 34592809 e-mail: [info@whiteshow.it](mailto:info@whiteshow.it) –  
[info@nseventy.com](mailto:info@nseventy.com)