

WHITE HOMME 7th EDITION BUYERS UP BY 49%

19th January 2011

The 7th Edition of WHITE Homme closed its doors yesterday having achieved new and impressive results.

Dedicated to the Autumn/Winter 2011/12 collections of men's clothes and accessories, the show saw a **49% increase in buyers**, giving a total of **4,260 visitors** of which **65% were from Italy** and **35% from abroad**.

A large number of foreign buyers were from Asia (Japan, Hong Kong and Korea) and Russia. The winter edition of White Homme has also seen the return of important buyers from various Department Stores in the United States. Most European buyers came from France, Germany and Austria.

"These results show how effective our strategy is: buyers and exhibitors want something new and fresh, and therefore an innovative and different style of Exhibition. People are also really keen to have a key Men's fashion event in Milan. In the knowledge of all this, our work and huge commitment have always aimed at accelerating growth by paying constant attention to selection", Massimiliano Bizzi, Founder of WHITE.

The Exhibition presented **150 exhibitors**, an important milestone achieved by White Homme thanks to the development of the Exhibition's content: paying attention to and selecting a good mix of brands, Special Guests, events, and shows which give form to an increasingly dynamic, original and lively ensemble.

For this year's winter edition, White Homme presented a full calendar of events which started on Sunday 16th January with the presentation of Care Label's exhibition "Tradition, Worth, Beauty" introduced by Massimiliano Bizzi, **Lapo Elkann** and **Leopoldo Durante**. Stealing the show on Sunday evening was the fashion show by French designer **Franck Boclet**. It was his first time in Italy for a show added to the events calendar by the Camera Nazionale della Moda (*National Chamber of Fashion*) which also included an appearance from Sir **Mario Boselli**. There was also a touching display created by Fulvio and Mattia Luparia, father and son, exhibiting their work in the Ex-Ansaldo building.

Amongst the Special Guests were **Aspesi** and **PT01** with its project "A Retail Point of View", **Odin Vovk**, presented in the basement and during an aperitif at boutique **Daad Dantone**, as well as the group **Roark collective**.

The project WOW, **White On Web**, was also presented for the first time, a special area of the Exhibition which gave the public an opportunity to see how the content of the website **whiteshow.it** is put together. Photographs, videos and interviews brought 20 creative guest designers together in this area, declaring the birth of a genuine fashion community.

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