



WHITE HOMME 7th EDITION

16 | 18 January 2011 - Via Tortona 27/54 Milan

THE EXHIBITION

From Sunday 16th until Tuesday 18th January the 7th edition of WHITE HOMME will open its doors, exhibiting fashion and accessories collections for Autumn/Winter 2011. There will be a selection of **150 brands**, with SPECIAL GUESTS such as ASPESI, PT01 and ROARK, which are all making an appearance at the Milanese Exhibition for the very first time.

ASPESI, as well as their collection for next winter, will be presenting a retrospective display of their iconic clothes from 1984 to today.

PT01, a great brand for Italian trousers, has exclusively chosen White as its platform: The brand from Turin's display will offer the public a preview of the arrangement of their new shops, designed and created by WHITE DESIGN whose name dominates the décor of the Exhibition.

It will also be an Italian debut at White Homme for the group of creative designers **ROARK**, a collection by 4 young American designers, bringing to Milan a project called "Stealth" which will be displayed with a special arrangement in the Basements of Superstudio Più.

The three days of shows also offer a rich **calendar** of events, exhibitions and special project launches. Amongst these, ones that particularly stand out will be the fashion show by French designer **Franck Boclet** with his Italian debut, who is also White's guest in their very own dedicated area; the exhibition "Tradition, Worth, Beauty" giving the spotlight to the brand **Care label** and the presentation of **Odyn Vovk** thanks to the cooperation between White and the boutique Daad Dantone.

*"We're very happy about the impressive growth of the Exhibition which on the one hand shows the interest of recently involved companies to come back, and on the other the growing appeal of the event for new labels. We've in fact received confirmation for the participation of the following formal and contemporary designers - **Sealup, Drumhor, Sartorio and Massimo Alba** (these last four were new entries last season) which confirm the success of the journey they've embarked on up to here; new exciting entries like **Gianfranco Bommezzadri, Tricker's and Roda Research Avec Fun**; let's not forget the Exhibition's foundations and therefore the focus on sort-after fashion, represented by young cutting-edge designers like **Nicolas Petrou** with his Petrou-Man collection, **Yasuyuki Ishii** and **Lost and Found**.*

*We've reached our goal of 150 exhibitors which is also thanks to an innovative White project which we're launching with this edition: **White on Web**, where we have brought together 20 creative designers which will be at the centre of a new fashion community", **Simona Severini**, Chief Executive of White.*

As to be expected by now, the new edition of White Homme is taking place in two locations on Via Tortona building numbers 27 and 54. The arrangement has loosely been inspired by the theme of woods, celebrating the tranquillity of nature which can also become a personal place where you can relax or work in peace. Here, nature therefore plays a part in work and relaxation technology.

WHITE HOMME

16 | 18 January 2011, from 9.30 until 18.30 (closing at 17.00 on the last day)



SPECIAL GUESTS

ASPESI

Aspesi is presenting its new 2011 Autumn/Winter collection at WHITE Homme together with a retrospective display of iconic models from 1984 to today, which will demonstrate how changes in size and material can modernise an item of clothing despite the passing of time.

PT01

The 2011 Autumn/Winter collection by PT Pantaloni Torino will be shown in an exclusive preview in Milan during WHITE Homme. The brand is presenting a stand created in collaboration with WHITE DESIGN. The project called A RETAIL POINT OF VIEW follows a *retail* concept for the PT Pantaloni Torino display at WHITE Homme: 160 m² on two levels per a modular and flexible idea which can be adapted to various business situations. A RETAIL POINT OF VIEW is a "concept" which suggests how to transform an empty room into a warm and atmospheric exhibition area, through the use of unusual materials entrusted to unrestrained creativity. The sounds, lights, colours, scents and objects present in their display have been designed to enhance their trouser collections. PT Pantaloni Torino, a brand which is a world-wide flag-bearer of good taste and sophisticated Italian fashion, has revolutionised men's trousers by making them both formal and creative at the same time.

ROARK

This brand is a special guest in the Basement Area, created by 4 American designers who have made their creativity become a certain style, and what's more, a living reality. Three guys and one girl share a large loft apartment, which serves as their home, games room, gym and studio. A place where their unrestrained inventiveness and inspiration take form. At White they are presenting a project called "Stealth", a collection which explores the exoskeleton, the external structure, the shell which protects you from the elements. Each item of clothing has been designed following this principle and has "joints" which allow them to move and bend together with the person that's wearing them. For their presentation of the collection the designers will transform their space at WHITE into a secret society's control room where a series of videos will be shown on large screens, reproducing the idea of surveillance monitors.

FRANCK BOCLET

The Exhibition continues its collaboration with the **Camera Nazionale della Moda Italiana** (*National Chamber of Italian Fashion*) which has in its calendar the fashion show/event by FRANCK BOCLET. A French designer whose career has involved working for fashion houses Smalto, Kenzo, Ungaro and Courrèges, this is Boclet's first time in Italy presenting his second men's collection exclusively at White. The exhibition has reserved for him his very own exhibition area where the designer will present his creations as well as some of the phases of the tailoring process such as cutting, making buttonholes, how to make arm armholes, and exclusive wire stitching for a perfect fit. These are all characteristic details of Boclet's men's fashion, the result of their constant pursuit for elegance, luxury and comfort.

CARE LABEL

The cycle of exhibitions/events called "**Tradition, Worth, Beauty**" continues with new "performers", which began last June with the extraordinary participation of Kiton at WHITE Homme.

Denim brand CARE LABEL are the main cast of the new edition who, in collaboration with the textile business TRC Candiani and industrial laundry and dye-houses Martelli, will display the excellence of Italian dye techniques in the production of jeans. The presentation will be shown during a press conference about Italian excellence, serving as a cue for the next discussion with the press and the designer labels. On this occasion, Leopoldo Durante and Lapo Elkann will present the book *We Care*, a collection of images which examine the most important phases of the production of Care label denim.

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PRESS

ODYN VOVK

Austin Sherbanenko, having reached his sixth collection, is the designer who signs the label's creations which he himself has made: ODYN VOVK (literally "the wolf" in Ukrainian). Odyn Vovk, will be on show at White in the Basements and at the same time will be a star of a most privileged setting – the display windows of boutique Daad Dantone on Via Santo Spirito in Milan. The exhibition is coming to the city centre's fashion district with an event "going outside the exhibition boundaries" introducing the collaboration between top-of-the-range shops and research in the launch of young designers, sealing its relationship with the city of Milan.



CALENDER OF SPECIAL EVENTS

**SUNDAY 16 JANUARY 2011 AT 13.00 | VIA TORTONA 54 MILAN
EXHIBITION | EVENT "TRADITION, WORTH, BEAUTY"**

The denim brand **CARE LABEL** in collaboration with textile business **TRC Candiani** and industrial laundry and dye-houses **Martelli**, is presenting at WHITE HOMME the excellence of Italian dye techniques with an exhibition of the various phases of jeans manufacture: from design, to weaving and washing.

On 16th January at 13.00 **LAPO ELKANN**, **LEOPOLDO DURANTE** and **MASSIMILIANO BIZZI** will meet with the press to introduce the display and will present a preview of the book "We Care". Guests will then be invited to an informal lunch/discussion on the subjects proposed.

**For information and accreditations: press@whiteshow.it |
barbaradiiorio@ugualea.it**

**SUNDAY 16 JANUARY 2011 AT 20.00 | VIA TORTONA 27 MILAN
FRANCK BOCLET | FASHION SHOW & AFTER SHOW DINNER**

The Exhibition is continuing to work in collaboration with the **Camera Nazionale della Moda Italiana** (*National Chamber of Italian Fashion*) including in their calendar the fashion show/event of **FRANCK BOCLET**. White has reserved a special catwalk for this French designer's debut in Italy, an independent exhibition area where a true sartorial workshop will become an original set design for a fashion show exhibiting garments from his new 2011 Autumn/Winter collection. After the show guests will then be invited to an informal Bolognese dinner.

**For accreditations and information: press@whiteshow.it |
presse@franckboclet.fr**

**MONDAY 17 JANUARY 2011 AT 19.30 | VIA SANTO SPIRITO 24/A MILAN
WHITE PRESENTS ODYN VOVK @ DAAD DANTONE**

The Exhibition will unveil its collaboration with some of the most important sales outlets in the presentation of emerging designers at Daad Dantone, which on Monday 17th will welcome buyers, the press and White exhibitors to an event/aperitif for Odyn Vovk.

The prestigious window displays of Daad Dantone in Via Santo Spirito for the whole duration of WHITE HOMME from 16th to 18th January, will become an exclusive stage for ODYN VOVK's new men's collection, a label created and designed by Austin Sherbanenko, a Ukrainian designer, American by adoption, who has reached his sixth collection and is devoted to experimenting with material and form. Vovk will be exhibiting at the Exhibition in the Basement.

For information and accreditations: press@whiteshow.it

APERITIF AND MUSIC AT WHITE HOMME

The happy marriage between fashion and music continues at White Homme. Every evening when the stands have been closed down, the Exhibition will come alive with an aperitif accompanied by a live DJ set with various DJs hitting the decks, such as Nekò, DJ Shield, Vale Effe, Morgana DJ and Helen.

On **Monday 17th January** White Homme will host a live concert with **Luvienne**, a young violinist known by the general public for her appearances on a number of successful TV shows like "In Canto" and "Chiambretti Night"



NEW PROJECTS AND EXHIBITIONS

WHITE ON WEB | WOW

For the 7th edition of WHITE HOMME we have White On Web – WOW, a project designed and created by White which proposes “a Web concept” in which “the ingredient” of creativity will allow us to experience the Internet with less of a frenzy, making it less impersonal and cold.

The WOW area will bring together 20 designers with high creative content collections which will become the work theme for a series of fashion and beauty professionals who will bring a fully-fledged fashion community to life. Stylists, photographers, video makers and journalists will gravitate around the WOW's main designers in order to produce original materials which will provide content for the site. With WOW, during the Exhibition visitors will be offered a special insight into how the creation of photographic images and videos works behind the scenes. WOW's work will also continue during the next editions of White, except for there won't be a specific area dedicated to its work on show. The results of this work will be available on the WHITE portal, which will be renovated and unveiled on 14th February 2010.

The WOW project is developed and managed by an ad hoc group of staff who already work for WHITE.

FULVIO AND MATTIA LUPARIA FOR OMMcollection

OMMcollection. WHITE HOMME will also present a singular project, a creative piece of work which began with the collaboration between a father (Fulvio Luparia) and his son (Mattia). Mattia was born quadriplegic, but with a curious spirit and an everlasting smile, he manages to express himself through painting. Mattia colours cardboard, cloth and leather which with the help of his father Fulvio, transform into objects which have something incredible about them. Fulvio and Mattia will bring a special set to White Homme, at its venue on Via Tortona 54, representing their interpretation of colour. Six stands and six set ups for six colours: "neutrals" (beige/grey), "burnt" (brown/mud), "Blue", "Black", "Greens" and "Red".

MASSIMO ALBA hosts FLAMBOYANT MAGAZINE

The exhibition area of Massimo Alba at WHITE HOMME will host the compilation of the magazine www.flamboyantmagazine.net which during the exhibition will be producing “live” the materials they're going to be posting online: interviews, articles and photo shoots. Flamboyantmagazine.net was created in 2009 from an idea by Filippo L.M. Biraghi and Andrea Boschetti. Their aim was to create a webzine inspired by the visually anarchical and DIY approach of music fanzines and the first issues of i-D, Interview and The Face. Their choice to be an online publication is linked to the team's firm decision to be ethical and ecological, matching perfectly with WHITE's philosophy.

NO FASHION PLACES

A photographic exhibition with a selection of 20 shots taken by Yuri Catania, a well-known art director in the fashion business, which will be coming from his own personal archive.

On the first floor of the Via Tortona 54 venue there will be a simple arrangement, a journey taken through large panels made out of coarse metal where visitors will be engaged in a multi-media experience – each instant captured in the images will be accompanied by ad hoc combinations of music.

Each of the images on display has 10 limited edition prints. Part of the money raised from any sales of these photographs during the Exhibition will be donated to support the Mission of Sister Cornelia in Medjugorje to help orphaned children.



SACRED AND PROFANE

By Flavio Lucchini. 15th January | 15th February 2011, MyOwnGallery | Via Tortona
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Religion - a contemporary cultural, political, ethical and aesthetic debate. Faith - a crossroads of passion, tension, aspiration and contestation. Art enters into the mystery of the sacred, clothing the soul like a dress clothes the body. Digital-art modernises and redesigns the masterpieces of the past. The myth and rites of our time influence choices and reflections. Between consecration and desecration, this is the final frontier explored by Flavio Lucchini with his usual elegance and evident irony: angels with the face of Monica Bellucci, new-age paradises, Warhol-esque Jesus Christs and patron saints with prolific goal scoring facial expressions.

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PRESS

TRENDS

TRICKER'S

This historic English label will be putting forward its new boots collection dedicated to lovers of cycling, combining typical English style with unique comfort - perfect even for an informal look

Passion, fascination, freedom: these words have always been linked to the world of cycling. However today, they will also be joined by style and comfort, distinguishing features of the new collection for all those people who don't want to compromise on style even when they're mounted on two wheels. Three models will be presented: **tight ankle boots with two side buckles**, **ankle boots with one buckle** and **the timeless Beatle** with its elasticated sides. All have been rigorously manufactured using soft calfskin and commando soles which guarantees strength and security. All models are available in two colours, black or dark brown.

Their historic models the **Bourton Brogue** and the **Henry Beatle**, are being offered in this collection in new variations of hide, such as soft hammered calfskin in new shades of avio blue and grey, brushed calfskin suede and smooth old-looking calfskin leather for a vintage look in all shades of brown.

PETROU/MAN

Nicolas Petrou graduated in 1993 with a Master of Arts in Fashion Design at Central Saint Martin's in London. He has recently launched his own men's fashion collection called Petrou/MAN. His 2011 Autumn/Winter collection is currently exclusively available at Joyce in Hong Kong and MACHINE-A in London, whereas his 2011 Spring/Summer collection will also be available at IT in Hong Kong and at Ships in Japan. His work has appeared in some of the most prestigious magazines in the world, including the front-cover of WWD, T Magazine of the New York Times, Dazed and Confused, Settimo Uomo, V-MAN, Vogue, Elle, Bazaar, Numero, W, Intervista, Metallo, Guapo, Fiasco and the New York Times.

THE HOME

This brand uses high quality Japanese fabrics to produce garments created with the type of care only reserved for the most sophisticated of clothes. Through its "warmth and obsession" for hand-made detail, the label is introducing a "new basic" concept for everyday wear. The theme of their collection presented at White Homme is "with natural", key words which introduce their natural coloured shirts and re-makes of a number of shoe models.

GILDED AGE

The 2011 Autumn/Winter collection by Gilded Age, a historic and inspirational American brand at the beginning of the 1900s, has been inspired by the expeditions of Captain Robert Peary and his travels throughout Greenland and the North Pole.

The tales and photographs of this incredible and adventurous journey have inspired millions of Americans and brought to them the absolute beauty of the Nordic territories and their inhabitants.

The photographs of landscapes and icebergs capture how spectacular the light is, as well as the vastness and desolation of the North. However the beauty, simplicity of design, functionality of their hunting equipment, the clothes and the architecture of Greenland have also been unveiled.

A heavy cashmere top or a hand-made Alpaca jumper, worn underneath a Pea-coat styled overcoat, and combined with Marine denim jeans, is how Gilded Age faces the cold with style.

RED WING

The shoe label Red Wing was created based on an American saying: "if you work hard, you can get anything". Charles Beckman, a retailer from Minnesota, truly believed in this statement. Starting with his own shoe shop, he realised the need for boots which could last a long time, but which would also be comfortable

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From this idea the Red Wing Company was founded in 1905. Fame for the quality and comfort of these boots spread rapidly and so the business grew and prospered. The label is still going today with its third generation of workers and a factory situated not far from Mister Beckman's first outlet. Here traditions are being preserved which have kept hand-made attention to detail unaltered. Triple stitching, robust construction and fine leather are what makes Red Wing boots so distinctive.

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SEALUP

Sealup is presenting at White Homme a preview of its Men's 2011/2012 Autumn/Winter Collection. The trends which have inspired the collection, created in its entirety in Italian Sealup factories, can be subdivided into 3 lines. One for "**Casual Chic**" and "**Business**" outerwear created using opaque technical fabrics and slim-fit lines, together with sophisticated details, but which are never too obvious. Their line of "**Xxlight**" clothes created using some of the lightest technical fabrics in the world, makes them seem almost like a "second layer of skin" – impermeable, insulating and transpiring. Finally, within Sealup's collection can be found a number of originally vintage garments which have been treated using a particular technique, making them unique: having been individually **cold dyed**, the clothes acquire a very interesting non-uniform colouring.

RODA

Fashion house Luca Roda was founded in 1995 creating ties and accessories, and then little by little it expanded its skills and began to make men's clothing. RODA's creativity, in search of originality and the boldest of shades, finds its voice in its collection of iconic accessories and clothes called "RODA Recherche Avec Fun". Along with the name – a union of various languages – it is a label which is inspired by the willingness to experiment with an elegance without boundaries, developed according to aesthetic norms which are completely free compared with stylistic formalism. It is for those who love mixing modernity with a style where class and colours become imperative. The desire to get back their bubbly and teasing spirit, which sometimes may even push the limits too far, means that new materials, new needle punching and colouring techniques, as well as innovative prints are rediscovered and experimented with. The "RODA RAF" collection is aimed at a public which loves to be different and out of the ordinary, playing with different shades and becoming living proof of out the ordinary elegance.

WORKERS KNITTING MILLS

Workers Knitting Mills came from the idea to make reference to and draw inspiration from the historic American companies which manufactured and provided clothes for military academies and sports teams. Their aim is to offer a modernised version of sportswear style clothing, making them entirely out of knitted materials.

AVON CELLI

Avon Celli, a historic luxury knitwear label founded in Milan in 1922 by Pasquale Celli, will be presenting its 2011/12 Autumn/Winter collection, created by the group WP Lavori in Corso. They will be presenting their own interpretation of the historic **36 gauge thread** and developing a "**new tailoring**" concept which will be applied to their knitwear, for a new type of post-intellectual masculine elegance with casual lines. With a rich historical archive full of precious threads and expert workmanship, Avon Celli has brought back their traditional patterns, such as **grains of rice**, **openwork**, **lines** and **argyle**, **applying them to garments** with lines, colours and a completely contemporary wearability. Amongst its iconic items being presented is the hooded parka and blazer.

FRACAP

Fratelli Cappello is a small Italian shoe factory which since 1908 has manufactured work shoes, army shoes and mountaineering boots, using traditional production methods entrusted only to the hands of their employees. Their skills, handed down over three generations, have again been passed on with passion and professionalism through Fracap, a brand founded in 1987 which has continued to produce men's shoes maintaining traditional methods. At the moment they manufacture high quality shoes ideally through a milling process, which for now they are exporting to England and Japan. Their most well-known model is the M120, a boot designed for the armies of the Second World War which was originally made with a leather shoe upper and a "Mountain" sole. However more recently, the model has been remade available in various versions using the highest quality leather and highly esteemed Morflex soles by Vibram. Fracap's M120s are produced in limited editions.

BARBISIO

Founded in 1862 in Sagliano Micca in the province of Biella, Barbisio designs and manufactures the finest quality fur felt hats. Barbisio has always been a synonym for

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essential style and traditional skills.

Their men's hats, made exclusively by hand with the finest quality fur felt, used to be honoured with the motto "**Barbisio, a name, a brand, a guarantee**". This is why many of their models in the 40s and 50s enjoyed great success, also thanks to the return of a certain masculine elegance inspired by Anglo-Saxon fashion. Today they are committed to moving away from using their prized felt, designing their materials and creating fabric berets and caps using innovative techniques which achieve surprising results through quality and research. Tradition and innovation compete to forge elegant and practical accessories to be worn and carried as desired. This is a distinctive element of their clothing which distinguishes a man of style.

THOM KROM

German Thomas Kromik, who graduated in 1970, worked for more than 10 years as a European fashion trend-scout for international brands. Travelling to all the big fashion capitals he developed a heightened sensibility for trends, both out on the streets and in the shops. In 2009 he launched THOM Krom, starting with a men's collection inspired by the idea of a new cool fusion: basic styles with a very ecological approach.

The THOM Krom collection proposes men and women's T-shirts and sweatshirts, strictly manufactured with natural cotton. Rough stitching, naturally integrated pockets, zips and hoods are used for creating a vintage style. Each item possesses a unique 9-digit code which guarantees its authenticity.

DIESEL BLACK GOLD

For the 2011-12 Autumn-Winter season Diesel Black Gold is bringing back its soul of rock, inspired by textiles and military vintage styles. Soft and casual with a strong masculine taste, they create clothes for dreamers and idealists. Bohemian style men, wanderers with nowhere to go, which go around the city streets telling their story through poetry and music.

Fashion has always been a language of protest, with the ability to provoke using military uniforms, symbols of peace and khaki coloured jackets. Shapes and details refer to various national armies and historical periods. Russian cavalrymen's leather boots and fur headgear evoke memories of "War and Peace" by Tolstoj. But there will also be aviator jackets and heavy overcoats, long scarfs and seraph sweaters. Their resistant outerwear enhanced with fur detail, can be combined with tailored cargo trousers.

SILENT PEOPLE

Silent People is the expression of a group of people who work "behind the scenes" with great intuition, passion, artisan ability and a love for past experiences. It's a project which proposes to create clothes using only and exclusively high quality sort-after materials, employing 100% qualified, Italian craftsmen. Backed up with more than 20 years of experience, Franco Armilla's creativity united with Filippo Biancoli's research skills has allowed the brand to move around the fashion world smoothly and securely. Silent People are presenting a rather aggressive line of clothes embroidered with a collection of vintage pieces which express personality and initiative.

WHITEVALENTINE

WhiteValentine jewellery will be exhibiting emblems from eras long-gone, evoking new ones, in a visionary intertwining of techniques and materials which will astound you. Their precious symbols have been redesigned and rearranged. There's pagan silver and the Virgin's rose of Jericho, the thorn and the stone, the chain and the stud, there's metal for striking and the flower for soothing, Medusa's snakes, the cruelty of the whip, the centurion and the lash, the cross and the struggle of shackled chains. Christ fluidly lengthens the link with the Father and with man in a double

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chromatic procession of chains. In their silver bracelets knotted with fabric there's the sweetness of a prayer; the fabric intercedes, binds and implores the metal with its weakness, until there remains only a symbolic cry of a knotted handkerchief, with knots and promises, ties and restraints, and hopes of liberation and redemption.

TIMEX 80

Timex 80 are presenting a series of colourful new models, including amongst many others, TATTOO, created in collaboration with the artist Amanda Toy, better known for her skills as a tattoo artist. Delicate lines, pop art colours, expressive power and a playful imagination are the distinctive features of Amanda Toy's works which have been printed out on Classic Print. The model is decorated with images of skulls, pierced hearts, dolls and blazing dice.

Completing the collection are Heroes, the timeless heroes of seasons gone by: Classic Metals in gold, silver, black and white, Classic Adjustable Metals, Jumbo Metals and Classic Plastic models. Timex Corporation is a leading American watch manufacturer. With more than 150 years of experience in the sector, Timex watches combine design and technology, offering performances suitable for every lifestyle.

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PRESS

HILL SIDE

Hill Side takes its name from the street where its founders Emil and Sandy Corsillo once owned a house. Growing up in New England the brothers developed a particular interest for work clothes which then inspired them to create their label. Today the brothers are based in New York, in Brooklyn, where they produce hand-made neck and head scarves using typical work wear fabrics. *Selvedge* denim, chambray and waxed cotton are certainly unusual fabrics for accessories of this nature, but the results are surprising, as they add just enough sophistication to make a difference.

MEO FUSCIUNI

The "Meo Fuscuni" project began in November 2009 thanks to the chemistry between three people, from three different cultures who have all grown and developed in the beauty business. Every day they create emotive events, places where natural scents find their continual development of emotions and flavours through personalisation.

Fuscuni in Sicilian means spring, liquid which pours out from nothingness, from stones, from walls thinned down over time. Uniquely formulated with natural essential oils, "Meo Fuscuni" perfumes rediscover the fascination of the art and tradition of perfume making. They evoke times of travel, invisible lines which link together faraway lands and "botanical cultures".

PHOTOGRAFIC MATERIAL AVAILABLE ON REQUEST

WHITE PRESS - AND' STUDIO

Barbara Gianuzzi, e-mail: barbaragianuzzi@andstudio.it - press@whiteshow.it

Andrea Pilastro, e-mail: andreapilastro@andstudio.it

Telephone +39 02 45487375 - fax +39 02 45487683

Organisation: M.Seventy srl via Giovanni Prati 9 - 20145 Milan

Telephone +39 0234592785 - fax +39 0234592809 e-mail: info@whiteshow.it -
info@mseventy.com