



White Giugno closed with a 36% increase in the buyers rate and announced it's landing in China and the United States.

Very positive conclusion for White Giugno, the fair in via Tortona 27/54 which from Sunday 19th to Tuesday 21st June hosted 196 exhibitors **(+78,18% compared to June 2010 edition)** with men's and women's collections, living & interior design and art.

Out of 6,000 visitors, buyers were **4.520** growing by +36% compared to June 2010 edition (from Japan, Korea, Germany and North Europe).

White Giugno first edition's results promote with full marks the new format which redefined its spaces, hosting both men and womenswear.

With the launch of two off-site events in glamorous locations such as Sacrestia del Bramante which were the setting of the Antonio Marras' Madonna, and the Orto Botanico which hosted Massimo Alba's linen and cashmere scarecrows, White brought fashion out of the conventional spots with discretion, style and elegance. Not only: the new format debut was an occasion to officialize the partnership between **Massimiliano Bizzi, White president, and Tom Nastos, president of Enk International**: leader group on a worldwide level for events and fashion trade shows organizations.

The agreement is about **the landing of White in New York City and and Enk International in Milan** during March 2012 fashion week.

The collaboration will also spread to China. After the success of EnkChina which debuted in Beijing in March 2012 (110.000 people attending), the american giant is about to get back to the Chinese capital together with White **from 26th to 29th March 2012**.

"In a time of change we take to the field with an innovative project which strengthens Milan an its image in the world with a double aim: on the one hand the number of companies and buyers in town will increase thanks to Enk and their exhibitors, on the other hand White's international visibility will step up."

Massimiliano Bizzi – White president

"Today fashion is a global industry and it's very important that we share fashion and that it moves around the world, especially aiming at new talents."

Elyse Kroll, founder and chairman of Enk International.

"White is the finest and most important trade show in Europe and we are proud to join it as it represents the essence of research, offering in the meantime our exhibitors and buyers the key leading to the European market."

Tom Nastos, president of Enk International

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