

Milano



Comune  
di Milano

WHITE®  
M I L A N O

## PRESS RELEASE

Milan, 24th-26th September 2011 | via Tortona 27 | Via Tortona 54

Announces a season full of surprises, pointing the lens on research and creativity of young designers from all over the world.

**White Milan**, the international exhibition of contemporary fashion, the hub and crossroad of trends reaffirms its leadership position among the trade-fashion industry by offering a full calendar of events inside and outside the headquarters of Via Tortona, the coolest of the beating heart of Milan.

There will be **360 (248 Italian and 112 foreign)** clothing and accessories collections for spring-summer 2012 selected over two thousand requests, chosen following the codes embossed in the DNA of the Milan exhibition: Research, creativity, innovation but also tradition and “culture of doing” by established brands or young fashion houses that are able to attract the interest of the most trusted top retailers.

White's invitation to discover the historic sites and high profile cultural events in Milan has already brought significant events as the one of Antonio Marras in the Sacristy and in the Cloister of Bramante last June 2011 and will continue on the evening of Sunday, September 25th with a top profile performance in the sixteenth century **Portinari Chapel** inside the **Sant'Eustorgio Basilica**, where a group of emerging designers will be involved in the “**Six Talents for White**” project. The new collections branded **Alteawai Saome, Augustin Teboul, ColTe, Kevin Kramp, Mirit Weinstock and Natacha Talay** will be the focus of an exhibition conceived in the total respect of the place of worship inside the church complex of the museum overlooking the Sant'Eustorgio square . The same new designers will be the stars of the **White Lounge**, a special area of the White Show, via Tortona 27.

On the same wavelength another special event named **Boglioli + Kolor** will be presented on the evening of Saturday, September 24th inside the **Biblioteca Ambrosiana (Ambrosiana Library)**. It is a charity project, consisting in a collaboration between Boglioli and **Junichi Abe**, creator of Kolor collections to support Save the Children Japan, the non-profit organization that helps Japanese children who survived the earthquake of last March 11th.

"White pushes on the work of the young - says **Massimiliano Bizzi**, president of the White group - by offering buyers the opportunity to see, in Milan, in a concentration of high profile, the result of a scouting aimed at offering the best in contemporary international

Milano



Comune  
di Milano

WHITE®  
M I L A N O

fashion. This is our strength, which made of White - season after season - a prestigious brand known and appreciated throughout the world."

News and events are planned for these three days in Via Tortona, beginning Saturday at 12 with the inauguration of the space devoted to the bon-clean collections by **Douud**. The brand has chosen White to present, along with the online womenswear spring/summer 2012, the new Wedding capsule collection and three scents for women, children and babies created by Meo Fuscini.

Debut in style for **Them Atelier**, the American brand of avant-garde denim created by Brian Kim and Olga Nazarova. White will present a special exhibition of the brand curated by Orta Anodolu's factory. Will present his Among other new entries **Francesca Cremonesi**, the designer based in Lodi who launches couture volumes and conceptual forms with the technique of moulage (on mannequin); **Mother denim**, American brand of womenswear denim created by Lela Tillem and Tim Kaeding (founders of Citizen of Humanity) inspired by the femininity of myth-women as Brigitte Bardot and Françoise Hardy; **SuperDuper Hats** with its wheat braid sewn hats according to the most authentic tradition of craftsmanship; **Maison Olga**, the young Franco-Italian brand with its knits that will catch memories of a trip to the lands of the Masai and **Pantofola d'oro**, who has chosen White to officially debut with **Pdo Aspesi**, the capsule collection designed in cooperation with Aspesi; **Comme à bord**, the shoe collection Marinière-style of the sixties, designed by Juan Carlos Cantos.

**Basement**, the coolest among the areas that make up the structure of the show. Its avant-garde essence is enriched by the presence of 15 brands such as **Lost & Found**, the brand made in Italy designed by the Canadian designer Ria Dunn that consolidates its presence in the Milanese exhibition (where she had previously presented her menswear collections only) showing the new women's collection, for the first time.

**Inside White** becomes once again a source of ideas and new projects proposed by 26 labels at their debut like **nHero**, with its jewel tattoos and **Kathrine Van Hecke**, the Belgian designer who launched her own brand in the Paris Fashion Week in 2010, appreciated for the artisan taste of her clothes, which are hand-sewn and hand-embroidered. All exhibitors part of this area participate at the **Inside White Awards**, a special award for the best collection voted on the spot by a well-known fashion designer, Silvio Betterelli.

Important and of high-impact are the boutique events. After Dantone and Biffi that were involved by White in the previous editions, **Alexander Wang** will present for the first time in Milan at **Antonoli** boutique, on the evening of Friday, September 23rd, as a European preview, a hot piece of his new collection, the **White Pony Rocco Bag**.

Milano



Comune  
di Milano

WHITE®  
M I L A N O

Ecoethic fashion will be protagonist in the area **White Goes Green with Selection by C.L.A.S.S.** showing 17 brands of clothing and accessories made with materials and criteria respecting human being and nature. Starring at this new edition two brands made in Japan: **Humanitea**, the cooperation of two companies (Cihon Tec and Ito En) specializing in fabrics with vegetable fibers and dyes and **Kenland**, that has created an overseasonal knitwear line.

White Beauty has selected the latest in the field of natural cosmetics and perfumery as **Farmacia SS Annunziata dal 1561 Firenze** and **Bruno Acampora**, which will be launching three new fragrances: *Eau de Bruno*, *Black* and *White* as a result of a agreement in co-branding with Collection Privée?.

Three appointments to the spotlight on the affinity between fashion and culture and current trends as in the pages of **Dazed & Confused**, the Londoner magazine among the most recognized in the contemporary avangarde that has chosen to celebrate its first 20 years of editorial success at the White show. (Saturday 24th at 5.30 pm). On Sunday, September 25th the paint of **Miniartextil**, the exhibition about contemporary textile art set up at **MyOwnGallery** showing the works of high profile authors selected by **Arte & Arte**. Monday, 26th at 3 pm the photographer **Stefano Guindani** will reward the author of the most beautiful picture exposed at the exhibition "**Travel in Suburbs**" created by young photographers.

**All events were organized by White under the patronage of the City of Milan.**

Milan, September 23rd 2011

**For more information**  
**Raffaella Imò | Press Office Manager**  
**Phone +39 0234592785**  
[raffaella.imo@whitepress.it](mailto:raffaella.imo@whitepress.it)  
[www.whiteshow.it](http://www.whiteshow.it)