



White Show : 20% increase (+ 15% foreigners + 5% Italians)

12.202 buyers attending the White Show, the international exhibition of contemporary fashion that has closed its latest edition devoted to clothing and accessories collections for spring-summer 2012 with an increase of **20%** compared to the edition of September 2010. Great turnout, even of international buyers who have registered a growth of **15%** attendance (Japan and Russia in the lead). Totally visitors were **16,200** and over **600** accredited journalists.

The numbers in a significant improvement over previous seasons are a clear and indisputable signal: the market is demanding renovation and finds force in young brands with a strong craft imprint. A fact confirmed by the opinions of trade operators, who were unanimous in appreciation for the uniqueness of the Milan Show that once again has focused its attention on research and creativity of young designers from all over the world.

"Thanks to everybody's effort," says **Massimiliano Bizzi**, president of White "Milan is back to being the heart of fashion in the world, providing a lively and prestigious image. We are very pleased with this edition that confirms the primary role of White among the other trade shows, internationally recognized and endorsed by the growth in the presence of foreign buyers."

There were **360** clothing and accessories collections (**248** Italian and **112** foreign) for spring-summer 2012 selected over two thousand requests for participation and involved in important events inside and outside the historical headquarters of Via Tortona. White's invitation to discover the historic sites of high cultural meaning in Milan – that had already brought significant events in Milan as the one by Antonio Marras taking place in the Sacristy and the Cloister of Bramante last June 2011 - has written a new chapter in its ten-year history: the evening of Sunday, September 25th the **Six Talents for White** were the stars of a performance of the highest profile in the sixteenth century chapel **Cappella Portinari**, inside the Sant'Eustorgio Basilica. **Altewai Saome, Augustin Teboul, ColTe, Kevin Kramp, Mirit Weinstock and Natacha Talay** showed their collections in an evocative setting in total respect for the place of worship inside the museum overlooking the Sant'Eustorgio square. The same new designers exhibited their creations in the **White Lounge**, a special show area at via Tortona 27.

On the same wavelength, on the evening of Saturday, September 24th within the **Ambrosiana Library** the **Boglioli+Kolor** event took place. It is a charity-project, a collaboration between Boglioli and designer **Junichi Abe**, creator of the Kolor collections, in order to support **Save the Children Japan**, a non-profit organization that helps Japanese children who survived the earthquake of last March 11th. Important, high-impact events in the boutiques. After Dantone and Biffi that were as well involved by White in previous years, on the evening of Friday, September 23rd Antonioli



boutique presented for the first time and exclusively for Italy the **White Pony Rocco Bag** by **Alexander Wang**.

Ecoethic fashion conquered the visitors of the section **White Goes Green with Selection** by **C.L.A.S.S.** exhibiting 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) specialized in fabrics with vegetable fibers and dyes and **Kenland**, that has created an overseasonal knitwear line.

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

Milan, September 26th 2011

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