



WHITE JANUARY confirms the concept launched in June 2011 and repositions its presence in the calendar of the Fashion Week.

Saturday 14, Sunday 15 and Monday 16, January 2012: three strategic days for the Milan Fashion Week chosen by White to confirm its role in the upcoming fashion week in next January.

The Milan international contemporary fashion show repositions, therefore, its presence in the calendar, once again demonstrating the ability to grasp and concretize the needs of buyers and exhibitors.

The formula of the Via Tortona exhibition, which is now open - starting from last June - to menswear, womenswear and design collections demonstrates White's ability to incorporate the market demands (designed to anticipate the seasons of purchases in order to optimize times and costs of travelling) with sense of timing and versatility, critical features to maintain a strong leadership confirmed by numbers.

White June has, in fact, registered a **49% growth** in the participation of buyers (**+ 35% foreigners**) compared to the edition of June 2010.

"The results have demonstrated the validity of our plans," says Massimiliano Bizzi, founder of White. "Thinking of giving more importance to the new format, we decided to anticipate the opening of the next show to Saturday, January 14th, instead of Sunday 15th, in order to optimize the presence of international buyers and journalists, which is massive in the first three days of the Fashion Week".

White January will be therefore held from January 14th to 16th 2012.

The exhibition confirms the "man and woman" concept, looking for new expressions of contamination between fashion, culture and design (as in its DNA) through a series of interesting events at Via Tortona 27 and 54, but also in unusual locations giving life to a "Fuorisalone" of historical and artistic breath.

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