

PRESS RELEASE

At White January the international contemporary menswear and womenswear fashion is back on the spotlight.

From next January 14th to 16th the exhibition at Via Tortona Tortona 27 and via Tortona 54 will show to more than **8 thousand registered buyers** the latest trends in clothing and accessories for the autumn-winter 2012/13, created by the biggest brands in research that are produced by small and medium-sized independent companies, in addition to the top brands of Italian tradition and elegance.

The important data of the January 2012 edition is the increase in women's collections of **+15%**. The format launched last year to meet the needs of buyers, that are more and more inclined to anticipate the seasonal dates of purchases, is another success of the Milan show, which confirms the attendance of prestigious international menswear brands: **Aspesi, Massimo Alba, ALL41, Tonello, Sealup, Care label, Ernesto by G. Bommezzadri** and **Drumohr** have once more chosen White to present their latest creations.

There are totally **160** exhibitors selected by White, of which over **80** have chosen the new format, presenting collections for men and women.

Among the brands for the first time on display at the Via Tortona exhibition and presenting female collections only, **Ter et Bantine** stands out: a top brand in women's ready to wear, they have chosen the White showcase to present the A/W 2012/13 pre-collection, together with the new accessories collection created by Manuela Arcari, designer and founder of the brand based in Faenza. Even **Covherlab** is a new entry, as well as **History Repeat By Michele Rossi**, and in a truly international dimension **Rainbow Wave London**. The London showroom representing leading research brands has chosen Milan and White to present, in Italy, a preview on women's collections of **Camilla Skovgaard, Raquel Allegra, Tucker, Hockey, Deepa Gurnani** and **Ancient Greek Sandals** and **Gianni Barbato**, icon-name of made in Italy shoes that debuts in the Basement section of White with the menswear collection and a preview of the new women's collection.

Among the new exhibitors of menswear only, **Boglioli** company from Brescia specializes in high-end men's outerwear and launches its first sportswear collection as a preview at White: five jackets designed by Japanese designer **Takuji Suzuki** who reinterprets the famous codes of the Boglioli brand, world renowned for its exquisite handmade treatments.

Furthermore, White continues its research on historic and unusual sites for fashion, identifying the **Academy of Fine Arts of Brera** (Accademia di Belle Arti di Brera) as the exceptional location for an exclusive event sponsored by the City of Milan. After the Cloister and Sacristy of Bramante at Santa Maria delle Grazie, the Ambrosiana Library and

the Portinari Chapel of Sant'Eustorgio Basilica, **on Saturday January 14th at 7 pm** the Milan University will open up its doors to host the fashion system visitors with three events planned: a concert by **Mauro Ermanno Giovanardi** and **Violante Placido** singing together for **Massimo Alba**, **Boglioli Blue from Japan** and the Seven new talents **Be-Wow**, **Esther Perbandt**, **Karlota Laspalas**, **Luca Larenza**, **Mason Jung**, **Matthew Miller** and **Raphael Hauber** identified by White among the leading promises of international fashion. The young designers will be present for all three days of the show in a dedicated space at Via Tortona 54.

Lanificio F.lli Cerruti dal 1881 and **Gold Bunny** are the protagonists of a new chapter written for four hands at the fashion show **The Tradition, The Value, The Beautiful**, that in the previous editions had hosted the master tailors of Kiton, the industry of Italian jeans by Care label and the icon shoes by Marsèll.

A special event even for **Care label**, that will present its rubber glasses with denim sidepieces made in collaboration with **Italia Independent**, the lifestyle brand by Lapo Elkann. Not only. During the three-day event and in partnership with **Style** (the men's magazine of Corriere della Sera headed by Carlo Montanaro) four students of IED Moda Lab, **Stefano Lo Muzio**, **Ingrid Audano**, **Donato Fabio Miscelo** and **Vincenzo Lattanzio** will present four different tailored jeans models and some multi-functional accessories with one or more parts made in denim.

Cinellistudio, a pioneer in the world of padded outerwear made in pure European white goose down, will present for the first time on Sunday some processing steps through an installation combining tradition and innovation. The production process becomes a protagonist, reaffirming the essence of its strength: the search for unique products with a long story to tell.

Through exhibitions, installations and shows by young authors, White continues its path undertaken in the previous editions, promoting projects that highlight the new language of visual communication. Reuse and recycling materials are in the foreground in the works of **Erika Calesini**, the talented designer from San Giovanni in Marignano chosen by White to explore new frontiers in art. Her sculptures, presented in major international exhibitions in the world (Miami, Los Angeles, New York, Barcelona, Rome and Venice) assemble bicycle parts recovered from landfills that come back to life to become paintings, lamps, curtains and high impact pieces of furniture.



Among the novelties of this edition, five prestigious international magazines, the British **Another Magazine**, **Another Man**, **Dazed & Confused** and the French **Numero** and **Numero Homme** - among the most influential magazines in the world of information for everything related to fashion research, design and new expressions of contemporary art - are present at the via Tortona 27 exhibition within **an international newsstand** to outline new paths of communication with the exhibiting companies.

The special area has been designed by White in collaboration with **JB Media**, the international agency working in Italy since 1992.

"White confirms its ability to capture fashion trends and more. Through the man-woman format" says **Massimiliano Bizzi**, president of White "we responded proactively to the critics who say that the timing of Fashion Week is getting behind the needs and timing of a market in constant evolution. What buyers want is not only saleable goods with a history and a mark of quality and style selected by us, but they also want to have collections to meet their needs available before the canonical deadline".

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