



## WHITE ENDS WITH A GROWTH OF FOREIGN BUYERS CORRESPONDING TO 24%

Closure under the sign of positivity for the Milan show : the edition that has just ended has registered, compared to January 2011, an increase of buyers of **12% corresponding to 4.771** presences, of which **+ 24 % are foreigners** (from Japan, China, Korea and Russia in particular) and **+ 5% Italian**.

### Totally 6.300 visitors:

During the three-day exhibition, the international show of contemporary fashion has brought to Milan **160 brands**, organizing wide-ranging cultural events inside and outside the exhibition in a unique format for high-end menswear lines (**Aspesi, Massimo Alba, ALL41, Boglioli, Tonello, Sealup, Care label, Ernesto by G. Bommezzadri and Drumohr**), or trendy-research collections (**Roark, D-Gnak, Giovanni Cavagna, Norwegian Rain**) including the previews of women's collections for A/W 2012/13.

### Totally there were 80 brands choosing to present their menswear and womenswear collections.

Among the brands attending for the first time the Via Tortona exhibition with women's collections only, **Ter et Bantine** stands out, a leading women's ready-to-wear brand that has 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** has been a new entry presenting womenswear only, 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, the previews of women's collections by **Camilla Skovgaard, Raquel Allegra, Tucker, Hockey, Deepa Gurnani and Ancient Greek Sandals**. Even **Gianni Barbato**, icon-name of made in Italy footwear, made its debut at White (in the Basement section) with the menswear collection and a preview of the new womenswear collection.

Furthermore, **two thousand** were the **visitors registered** at the **Brera Academy**, which last Saturday was the exceptional location for an event organized by White under the patronage of 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, the Milan University opened up its doors to the concert by Mauro Giovanardi for **Massimo Alba**, to the blue night by **Boglioli** and to 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.



Among the events at the show, **Lanificio F.lli Cerruti dal 1881** and **Gold Bunny** were the protagonists of a new chapter written for four hands and gave life to the 4<sup>th</sup> edition of the exhibition **The Tradition, The Value, The Beautiful** with an installation focused on the history of the brand and its unique, high-end range of fabrics.

A special event for **Care label** as well, that hosted Lapo Elkann and the preview of the denim projects by four students at IED Moda Lab in collaboration with the monthly magazine **Style**.

**Cinellistudio**, a pioneer in the world of padded outerwear in pure goose down revealed a few phases of its production process, between tradition and innovation.

Through events, installations and exhibitions by young authors, White continues the path undertaken in the past editions promoting the works of **Erika Calesini**, the young designer recovering bicycles from landfills.

"We are very pleased that, even thanks to White, Milan could confirm its role of absolute fashion capital in the world", says **Massimiliano Bizzi**, president of White "and the percentage of growth in terms of foreign buyers is the irrefutable evidence. We also believe that the new men-women format – which was welcomed with enthusiasm by all trade operators - has attracted many visitors too. Last but not least the choice of bringing in Milanese historic locations events that are of strategic importance for today's fashion industry, that must regain its most authentic cultural side."

Milan, January 16th 2012