



IT'S TIME TO WHITE

A ROADSHOW FROM SHANGHAI, TO SEOUL, FROM DUBAI TO BERLIN TO DISCOVER THE NEW CONTEMPORARY TRENDS

WHITE Milano, the main tradeshow for contemporary fashion, is rapidly expanding abroad and debuting, in partnership with ICE – Agency for promotion abroad and internationalization of Italian enterprises - on the Far East markets through a series of events in the main capitals during their fashion weeks: **SHANGHAI** at AUNNN CONCEPT STORE on 15th October, **SEOUL**, FOURS SEASONS HOTEL on 20th October, **DUBAI**, FOUR SEASONS HOTEL on 23rd October, to land in **BERLIN** in the prestigious framework of the Italian Embassy with a special event on November 17th.

The road-show "IT'S TIME TO WHITE" will bring abroad a taste of the tradeshow's brand mix including established Italian brands and more upcoming designers, in order to promote the Italian contemporary fashion companies worldwide through special fashion events conceived to attract the international press and buyers alike. Each Italian brand will display in a dedicated area and will be protagonist with a live modelling performance. Thanks to this event the international buyers and press will have the chance to discover the new contemporary trends and the reason why it is so important to visit WHITE Milano, the only fashion tradeshow that totally renews itself at every edition with over 200 new entries, thus confirming WHITE's relentless scouting activity aimed at always offering buyers avant-garde proposals.

"Over the last few years, M.Seventy has invested on growth by developing an investment plan to enhance WHITE as a brand - rather as merely as a tradeshow - through communication projects with a cultural twist, aiming to make the tradeshow increasingly international. Thanks to ICE we will present WHITE's brand mix across the universe with a series of events in strategic markets, such as the Far East, where the most avant-garde designers and the Italian contemporary businesses representing the tradeshow's success stories will be protagonist" so **Brenda Bellei Bizzi, CEO of WHITE**

The **Shanghai** event - due to take place on 15th October, during Shanghai Fashion Week – represents the occasion to launch the brand **WHITEAST™**, which is articulated in a first chapter called **WHITEAST INTRODUCING CHINA**: the initiative inaugurated in Milan will land in Shanghai with a special focus on **Chinese and Italian contemporary designers**, who will be presented with a site specific installation created by two internationally-renown Chinese artists.

Partner of **WHITEAST INTRODUCING CHINA** is **LUISAVIAROMA** that will promote the Chinese designers with an **editorial focus** and a **dedicated area with the change to place pre-orders**.

In **Seoul**, where a much-awaited fashion event by Korean top buyers will be organized and will be part of the Fashion Week official calendar. **Special Guest** will be **Korean designer Yohanix**, who will showcase two outfits specially designed for the occasion. The designer – a rising star at Seoul Fashion Week – will partake in the event and in the talk to share his successful experience at WHITE Milano, where he was the protagonist of an "urban catwalk" around the **Duomo and Galleria Vittorio Emanuele**, the heart of Milan. The initiative will also involve some Italian designers, like the brand **Ultràchic**, another success story of a company born at WHITE and is now an established and growing reality.

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MILANO

The debut in **Dubai**, another strategic market for WHITE, will involve a fashion show with Italian brands, as well as an impactful display at Four Seasons Hotel. The city, during those days, will host a wealth of fashion events, like this important special showcase. Designer **Mario Costantino Triolo**, **Ultràchic** - brand that has also chosen to partake with a fashion show in the Arab Fashion Week - will attend the event's opening presentation, while fashion experts and journalists **Giorgia Cantarini**, **Federico Poletti** and **Michela Zio** will illustrate WHITE's brand mix and contemporary fashion's future scenarios and trends.

For the event in Berlin – besides the special evening with informal modelling performance in the big halls of the prestigious Italian Embassy – three designers with a special bond with the German capital have been picked as guest speakers: **Italian designers Melampo** and **Ludovica Diligu** founder of the brand **Labo.Art**, who have both chosen to be based in Berlin, although they produce in Italy, and, last but not least, Berlin's designer **Simone Vera Bath** who lives and works in Rome, the latter will share her experience as winner of the Time Award contest at WHITE.

The Italian brands on show:

Abbigliamento: Mr and Mrs Shirt – Lupe – Melampo – Jejia – Faliero Sarti – Mario Costantino Triolo – Matteo Thiela – Virginia Bizzi – Carlotta Canepa – Ultràchic – Collection Privée? – Lucio Vanotti – Twins Florence - Labo.Art - Stefano Mortari

Accessori: Manfredi Manara – Giancarlo Petriglia – Flaminia Barosini – Vaerso – Giuliana Mancinelli Bonafaccia - Simone Vera Bath - Peter Non

WHITE WOMEN'S PRECOLLECTIONS + MENSWEAR – 14th · 15th · 16th January 2017

WHITE MILANO – 25th · 26th · 27th February 2017

