



WHITE MILANO PRESENTS ITS SELECTION IN THE UNITED ARAB EMIRATES

WHITE Milano, the chief international contemporary fashion tradeshow, made its debut in UAE with a highly successful road-show/event that was attended by some of the top buyers, distributors and prestigious media of the Arab world. The event "It's Time to White", took place at Four Seasons Resort in Dubai and also so the participation of the institutions, like the Italian Ambassador in Abu Dhabi Liborio Stellino.

The presentation came after a press conference with guest speakers like Gianpaolo Bruno, Italian Trade Commissioner in the UAE, Oman and Pakistan; Massimiliano Bizzi, founder and president of WHITE Milano; Brenda Bellei, CEO of WHITE Milano; Michela Zio, journalist and designer Mario Costantino Triolo. The speakers have had the chance to report on the growing interest for the contemporary fashion segment in the Emirates. The role of ITA- Italian Trade Agency – was crucial, as it granted visibility and supported the best Made-in-Italy companies as well as the upcoming Italian talents that have been selected by WHITE Milano.

The press conference was followed by a special fashion show dedicated to some of the fashion designer that have been recently discovered by WHITE, like Mario Costantino Triolo, Ultràchic, Melampo and Twins Florence, to mention just a few, whose creations have walked the catwalks in the suggestive location of the Four Seasons along with consolidated brands like Lucio Vanotti, Giancarlo Petriglia, Collection Privée? and Faliero Sarti. At this special event, WHITE has also presented a selection of the rich mix of the brands that were showcased in Milan (over 500 brands) ranging from apparel, accessories, bags, the jewels by Flaminia Barosini and Giuliana Mancinelli Bonafaccia, down to the hand-made shoes by Manfredi Manara and the trendy ones by Vaerso.

Dubai, 24th October 2016

