

# WHITE<sup>®</sup>

MILANO

## IT'S TIME TO WHITE - SEOUL

Last night, October 20<sup>th</sup>, an international event took place in Seoul's prestigious Four Season Hotel thanks to the support by the Ministry for Economic Development and the local offices of ITA - Italian Trade Agency (ICE - Agency for the Promotion and Internationalization of Italian Enterprises) The event was dedicated to the international promotion of the contemporary fashion trade-fair WHITE Milano.

The event, rich in collateral activities - part of the WHITEASTTM project, aiming to grant visibility and support to first-rate contemporary brands on the Asian markets and at White show - opened its doors at 5pm and was attended by several VIP guests selected among buyers, designers, influencers, press and Korean celebrities.

Worthy of mention are the contributions by 2 local insiders: Brand Yohanix's designer Yohan Kim reported on his positive experience at WHITE, where he was honour guest at the February 2016 edition and protagonist of the first "urban catwalk" in Piazza Duomo and Galleria Vittorio Emanuele. Jamie Oh, successful buyer with stores in Seoul, exemplified WHITE's strengths and explained in what way it stands out from other international trade-shows.

The director of the Seoul's branch of ITA - Italian Trade Agency, Paola Bellusci, introduced the conference and the speakers: ambassador Marco della Seta welcomed the audience by highlighting the fruitful bilateral business, but not only business, relationship between Italy and Korea; WHITE's founder Massimiliano Bizzi and CEO Brenda Bellei illustrated the tradeshow's DNA and evolution since its very onset in 2000; Giorgia Cantarini, curator and journalist, illustrated the scouting activity and criteria inspiring it. The latter was followed by the contributions by two Italian designers, protagonists at Milan's tradeshow, Carlotta Canepa and Giuliana Mancinelli Bonafaccia.

The conference was followed by a "cocktail party" and the fashion shows of the Italian designers proposed by WHITE, who are already renown on the international markets and sold in the best department stores worldwide, among which Mr. Mrs. Shirt - Lupe - Melampo - Jejia - Faliero Sarti - Mario Costantino Triolo - Matteo Thiela - Virginia Bizzi - Carlotta Canepa - Ultràchic - Collection Privée?, and Manfredi Manara - Giancarlo Petriglia - Flaminia Barosini - Vaerso - Giuliana Mancinelli Bonafaccia for the accessories for apparel.

3 local celebrities partook in the event: Cha Yeryun (actress), Lee Hyunyi (Top Model and SNS influencer), Kim Jungmin (Beauty Show Main Guest and SNS influencer) and Alberto Mondì, the best-known Italian celebrity in Korea.

All the attending buyers and the press have shown great and tangible interest in the Italian contemporary brands promoted by White, as they immediately understood that this sector has a great growth and expansion potential.

Seoul, 21<sup>st</sup> October 2016

