



IT'S TIME TO WHITE - SHANGHAI

On October 15th White celebrated its debut in China with an event in Shanghai, thanks to the support offered by the Ministry for Economic Development and by the offices of ITA - Italian Trade Agency (ICE - Agency for the promotion and internationalization of Italian Enterprises). The event was also attended by the Consul General of Italy Stefano Beltrame and by Claudio Pasqualucci, Director of ITA- Italian Trade Agency in Shanghai.

The Contemporary fashion segment embraced East and West with an installation showcasing the best Italian and Chinese fashion: a selection of designers (already present at the Milan tradeshow as part of the project WHITEAST™), who mirror themselves in terms of trends, use of materials and target clientele, thus going to show that there are no more borders and that China is a thriving market for this fashion segment.

This special event was attended by the most important Chinese journalists and buyers, and by prominent stores like Los Angeles' H. Lorenzo. The initiative will help grow the interest for Italian brands in China, as it happened with the WHITEAST™ project in Milan.

"Over the last few months the brand WHITE has invested on growth by widening its scope and mode of action well beyond the traditional and merely trade-fair mind-set, namely by developing an investment plan aiming to promote the brand through communication projects with cultural connotation to make the tradeshow increasingly international" declared Massimiliano Bizzi Founder of White and Brenda Bellei CEO of White.

The partnership with LUISAVIAROMA, that has presented editorial videos shot at WHITE Milano, goes on to promote Chinese designers. LUISAVIAROMA, whose buyers have picked 4 designers, has made their collections available in pre-order on its website. Among the novelties, a maxi QR Code that offered an exclusive shopping experience to the participants who subscribed during the event.

Shanghai 17th October 2016

