

ITALY / MILAN: WHITE MAN & WOMAN

From 14th to 16th January 2017 WHITE MAN & WOMAN heighten the collaboration with REVOLVER, Copenhagens contemporary fashion tradeshow, bringing to WHITE, inside a special area special, a selection of brands from Scandinavia. The project WHITE INSIDE REVOLVER | REVOLVER INSIDE WHITE has been conceived to build a bridge between Milan and Copenhagen. The collaboration between WHITE and REVOLVER brings to Milano Northern European labels like Libertine Libertine, Journal, S.N.S. Herning, Andersen-Andersen, Soulland, Norse Projects, Nosomnia, Leon Louis, Uniforms for the dedicated, Wrenchmonkees, Ellen Pedersen, to mention just a few.

So Christian Maibom, founder and creative director at REVOLVER: This collaboration with WHITE Milano is crucial not only to innovate and grow the two fair-trades business to the benefit of exhibitors, but also to boost Italian fashion in Northern Europe and in Scandinavia and, likewise, Scandinavian fashion in Italy and in Southern Europe.

Massimiliano Bizzi, founder of WHITE: Milan is undoubtedly undergoing a positive growth juncture, and it is becoming more and more attractive for the fashion insiders from across the globe. We are working hard with our partners to bring to Milan the best of our international scouting.

Three seasons ago WHITE also launched ONLY WOMAN, a section exclusively dedicated to the womenswear pre-collections. Now at its fourth edition, the Special Guest will be the Finnish brand based in Paris AALTO designed by Tuomas Merikoski. At the very entrance of the tradeshow in Via Tortona 27, AALTO will showcase his latest collection within a specially customized hall for WHITE. The whole ONLY WOMAN section will host international apparel and accessories brands like Repetto, which has chosen the WHITE platform to present the latest footwear and bags pre-collection.

White Man & Woman

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via Tortona 27 - 54

20144 Milano