

## IT'S TIME TO WHITE – BERLIN

### A SPECIAL EVENT TO DISCOVER WHITE SHOW & THE NEW TRENDS IN CONTEMPORARY FASHION

WHITE Milano, the leading tradeshow for contemporary fashion, is rapidly expanding abroad and debuting, in the German market thanks to the partnership with **ITA – Italian Trade Agency** within the prestigious framework of the **Italian Embassy in Berlin** through a special event on November 17<sup>th</sup>, from 19.00 to 22.00. North Europe and Germany are growing and strategic countries for WHITE, which aims to reach the German audience of fashion insiders.

The show **“IT'S TIME TO WHITE”** brings 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 international press and buyers. A selection of the most interesting Italian brands will be protagonist with a live modelling performance. Thanks to this happening 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 WHITE increasingly international. Thanks to ITA – Italian Trade Agency we will present WHITE's brand mix with a series of events in strategic markets, such as the Far East and North Europe with the most avant-garde designers and the Italian contemporary businesses representing the tradeshow's success stories”* so commented Brenda Bellei Bizzi, CEO of WHITE

For the Berlin event - in addition to the special evening with informal modelling performance in the ball room of the prestigious Italian Embassy – WHITE has selected some designers with a **more avant-garde twist** and **conceptual approach** to fashion which might better match with the German taste. Thinking about the relationships between Italy and Germany WHITE hosts for the opening talk **three designers invited as guest speakers**, who are rooted to the German capital. Two Italian designers **Lulù Poletti** from **Melampo** and **Ludovica Diligu** founder of **Labo. Art** have both chosen to be based in Berlin, while the Berlin designer **Simone Vera Bath** has moved to live and produce in Rome, who will share her experience as winner of the brand accelerator contest Time Award powered by WHITE.

The history of Melampo boasts a two-generation craftsmanship heritage which has been turned into a new brand by the two sisters and **Lulù and Anna Poletti**, the direct descendants turned the family-run company. Melampo weaves together material from different disciplines: architecture, photography, tailoring, and entrepreneurship. They recently opened a flagship store in Berlin.

**A story between Milan and Berlin, as happened for Labo.Art**, that studies the volumes and their role in space expressed through the architectural design of the single piece of clothing. Labo.art's production is of the highest "Made in Italy" standards, but its creative headquarters are in Berlin, the European centre of contemporary cultural experimentation, in an old liqueur factory right in the throbbing heart of the gallery district.

Last but not least **Simone Vera Bath**, born and raised in Berlin, who works with precious materials such as gold, diamonds and bronze that are tempered by the use of wood and other core materials. This union results in a continuous redefinition of contrast and balance, clearly evident in her finished work. Three designers representative of a new minimalistic wave and fruitful exchange between Italy and Germany. Among the other success stories showcasing at WHITE Milan that will be on show during the Berlin event it has to be mentioned **Lucio Vanotti** and **Stefano Mortari** outfits which will be completed by the shoes by **Peter Non** and **Manfredi Manara**, up to the sophisticated bags by **Giancarlo Petriglia**.

#### **Designers on show – Modelling Performance**

**Apparel:** Lucio Vanotti - Labo.Art – Melampo – Stefano Mortari

**Accessories:** Manfredi Manara – Giancarlo Petriglia – Peter Non – Simone Vera Bath

**WHITE MAN & WOMAN** - 14<sup>th</sup> . 15<sup>th</sup> . 16<sup>th</sup> January 2017

**WHITE MILANO** - 25<sup>th</sup> . 26<sup>th</sup> . 27<sup>th</sup> February 2017

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