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TORTONA 27 + TORTONA 54

## WHITE RELIES ON THE PHENOMENON OF THE WOMENSWEAR PREVIEWS THUS BECOMING MORE AND MORE MAN & WOMAN. THE TRADESHOW KEEPS GROWING THANKS TO THE INTERNATIONAL PARTNERSHIPS AND THE AGREEMENT WITH CNMI

WHITE further strengthens its January edition thanks to the success of the MAN & WOMAN formula, reaching 270 brands (+18% more than the January 2016 edition). The tradeshow is currently the only event capable of presenting the womenswear preview during the menswear collections. The show's special guest is the Danish brand Wood Wood, which will tread the catwalks thanks to the collaboration with CNMI. The Finnish Aalto is Special Guest at ONLY WOMAN. The special project Momoni and the new section Friends of WHITE, with Baltimora Studio and Polly King & Co, under the banner of the synergy with the showrooms.

From 14th to 16th January 2017 WHITE - tradeshow sponsored by the Municipality of Milan - reaches 270 brands (18% more than the January 2016 edition) thanks to the idea of presenting **the menswear and womenswear collection together**, thus reaching **197 womenswear collections, out of which 63 are hosted in the ONLY WOMAN area dedicated to the womenswear preview, presented during the menswear fashion week.**

With growing interest for contemporary fashion and in a scenario where also established brands are opting for the joint presentation of the menswear and womenswear lines, WHITE confirms its trailblazing role. This modern and innovative formula is gathering consensus from the sector's insiders, who are more and more choosing to present their lines in Milan to optimize both timings and costs. A man & woman mix for the Copenhagen-based brand **Wood Wood**, special guest of the trade-show, that **will tread the catwalks for the first time in Milan** with its new menswear collection and a preview of the womenswear, a fashion event **resulting from the collaboration with Camera Nazionale della Moda Italiana.**

*«We are glad to welcome Wood Wood in Milano Moda Uomo's calendar, a young and promising brand, that has been chosen among those present at WHITE. An event under the banner of the collaboration among the system's players, who contribute to make our city's and our Country's fashion sector unique and special», so Carlo Capasa, President of Camera Nazionale della Moda Italiana.*

Equally vital is the focus on the **womenswear pre-collections** with the area **ONLY WOMAN**, chronicling a growth both in terms of number of brands on show and in terms of quality. The section's **Special Guest** is the Finnish brand **Aalto**, designed by **Tuomas Merikoski**, who previously collaborated with Givenchy and Louis Vuitton and is based in Paris. Furthermore, in the framework of the increasingly important dialog between fashion events and high-end showrooms, the lead role at Friends of WHITE, a new section of the trade-show, is played by the brands **Self-Portrait** introduced by **BaltimoraStudio**, and **Solace London** distributed by **Polly King & Co**, two international labels capable of combining excellent manufacture with contemporary mood. **Repetto** will be devoted a special area. The brand, famous for the flats that Brigitte Bardot liked so much, will present a Fall-Winter 2017/18 pre-collection of bags and shoes. The importance of this womenswear segment is strategic also in terms of dates, as it fully meets the needs of the sector's insiders to find premium products with cutting-edge design at the start of the sales campaign. The area will be further promoted through a special editorial focus by **Chiara Ferragni's The Blonde Salad**, today magazine with integrated e-commerce, who, with her team, will shoot the next season's trendiest collections.

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«WHITE's decision to simultaneously showcase the menswear and womenswear collections is proving to be a winning one and welcomed by the fashion insiders, as the numbers have confirmed: over 270 international brands that, once again, have picked Milan as the prime stage to present their collections in an increasingly rich and international framework». So the **Councilor for Policies for Work, Production Activities, Fashion and Design Cristina Tajani**, who goes on: «Milan, thanks to WHITE, has yet again shown to be capable of anticipating trends and styles alike, with special care for the visions of young creative talents».

Within the MAN & WOMAN selection, **Esemplare** stands out thanks to the urban traveller approach of this Made-in-Italy menswear brand dedicated to all those who love adventure. Their marked care for details and recovery of tradition is matched with minimalist lines, by harnessing state-of-the-art technologies. **Transit Uomo**'s research focuses on a daywear that mixes premium raw materials and wearability. This collection encompasses luxury, wearability and clean lines for an audience of connoisseurs. The spotlights also shine on **OOF**, kaleidoscopic brand of waterproof parkas and stylish quilted jackets. Designer **Marco Melis** surprises WHITE with his eyewear featuring frames, for both eyeglasses and sunglasses, chiseled in metal and avant-garde plastic. The brand crafts artifacts for select clients. **//DELIRIOUS** customizes its no logo glasses only on request. Each frame comes with a wooden or leather case, which can be customized too. **Toga Pulla**'s creative grit is expressed in the shiny and quenched metal decorating the shoes.

So **Massimiliano Bizzi**, founder at WHITE: «WHITE is more and more determined to uphold this exhibiting strategy as the figures confirm that the path taken is a fruitful one, as shown by the remarkable growth of the ONLY WOMAN section and the relentless success of the special areas dedicated to ready-to-wear womenswear. WHITE MAN & WOMAN is gradually turning into the right response to the international buyers' and insiders' needs, who can find at WHITE first-rate design, brands with an excellent price-quality ratio and, most importantly, the right timing, with dates meeting their purchasing needs. This tradeshow perfectly complements the womenswear collections on stage in February and September thanks to the major investment both in terms of time and resources allocated by M.Seventy to foster long-lasting growth. Specially important for WHITE is the recently started collaboration with Camera Nazionale della Moda Italiana, which allows us to attract to Milan the most interesting international names of the contemporary fashion scene».

In the ONLY WOMAN area the refined creative alchemies of **Mes Demoiselles**, animated by Anita Radovanovic creative esprit, are immersed in a dreamlike atmosphere, in balance between the retro charm of the lace and the modern design of the volumes. Architectural silhouettes for **Arnoldo][Battois**, accessories brand founded by Silvano Arnoldo and Massimiliano Battois, who have chosen WHITE to launch their apparel collection. The brand embodies the Made-in-Italy craftsmanship and elegance and features refined and innovative prints. Protagonist of a special project within the tradeshow is **Momonì**, label resulting from **Michela Klinz**'s phantasy, founder of the brand, who stages an emotional set design consisting of references to the Cartons de Tapisserie d'Aubusson, which the designer has interpreted in a collection balancing between legend and reality, opulence and minimalism. The special hall dedicated to Momonì represents the connection that can occur between the tradeshow and the showrooms to launch unprecedented synergies to promote the brand. A craftsmanship approach, though with a contemporary aesthetics, for the bags crafted by **Hugo Matha**. The designer's research ranges from Plexiglas to crocodile, from wood to the most precious leather. A study on the materials also for **Twins Florence**, apparel brand by designer Linda Calugi, winner of the Ramponi Award. Equally worthy of notice are **Ultràchic**'s collections that are immediately recognizable by their prints with precious and natural fabrics like cashmere, cotton and silk. A revival for the blouse thanks to **Mr. & Mrs. Shirt**, a brand founded in 2008 that



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stands out owing to its contemporary style and pure silk. Among the upcoming brands, **Carlotta Canepa's** full print style interprets fashion with an eco-friendly twist. Last but not least **Xacus**, legendary shirt brand from Vicenza, who employs equal interpretative expertise when crafting blouses.

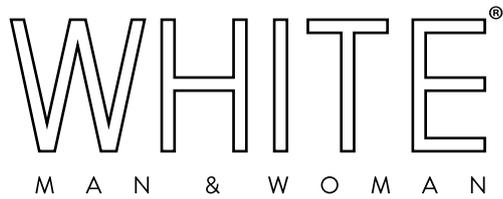
WHITE's formula reasserts itself as the only one capable of meeting the needs of the top buyers who, with their presence, guarantee the tradeshow's success. The special projects are a further plus of the show, as they catch the attention of international buyers and insiders alike. In this framework, the partnership with **Revolver, the Copenhagen's tradeshow**, with the project **REVOLVER INSIDE WHITE**, (see press release attached) will result this year in **Wood Wood's** fashion show at Base, Via Bergognone 34, as **special guest of the tradeshow also thanks to the support by Camera Nazionale della Moda Italiana**. Absolute high-end streetwear phenomenon, Wood Wood will animate the catwalks with its forward-thinking fashion identity, which draws inspiration from young culture, art and music. Owing to its transversal approach, it has collaborated with several established brands, such as Adidas, Eastpack, Ellesse and Barbour and Champion. Wood Wood today can boast an international distribution network with flagship stores in Copenhagen, Berlin and Aarhus, as well as an online store. WHITE's scouting activity moves to the catwalks, as it already occurred in the past with fashion phenomena like Stella Jean and Uma Wang, for whom White has represented a key catalyst. The cooperation between CNMI and WHITE aims to bolster the image of Milan as international fashion capital, also thanks to the added value of the tradeshow scouting activity. (See press release attached).

The true crown jewel of the menswear selection is Indian designer **SUKETDHIR**, winner of the 2016 edition of **Woolmark's Prize Award** and rising star in the menswear firmament, in Milan for the first time. His style stands out thanks to the sartorial cut of his jackets in kaleidoscopic shades and the washing of premium fabrics, matched with trousers with flowing shapes.

The number of international brands selected at this edition has grown remarkably thanks to the **WOW - WHITE ON WEB** area, thus bolstering its role as a multimedia platform and turning it into the reference point for fashion insiders who are keen on avant-garde creativity. The cutting edge designers' section, specially selected for the WOW project, will be promoted through a live shoot and the editorial and communication support curated by **HIGHNOBIETY** and **LUISAVIAROMA**. WOW offers the brands on show a unique chance to enjoy double visibility, both off- and on-line, besides being showcased in an area where new trends and different languages emerge and are experimented. This new creative and exhibiting concept's main goal is to present the sector's insiders with the typical dynamism of the online marketplaces, which is always more forward-looking than the traditional retail channels. (See press release attached)

**Andrea Panconesi, founder & CEO LUISAVIAROMA**, declares: *«We invest a lot in the search for new designers and we are very glad to grant our support to those who approach the fashion world with talent, by promoting them on our platform and offering them the possibility of a SEE NOW BUY NOW capsule collection ».*

**Francesca Cella, WHITE's General Director** points out this cross-media planning: *«We believe in the synergies between the different spheres of the sector and each edition, thanks to the players' on-going commitment, new collaborations and projects keep coming to life, always aiming to generate something innovative. The outcome has turned WHITE into a dynamic platform with a well-structured and recognizable identity, capable of catching the attention of the brands that embrace our philosophy».*



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Under the banner of Made-in-Italy design the **Italian DNA Exhibition**, whose protagonist is the feather in the cap of the Italian textile industry: **Botto Giuseppe**, which has been manufacturing yarns and fabrics since **1876**. First in Vallestrona, where Giuseppe Botto started working with a few looms, until 1917, and then in Valle Mosso where he founded the company Giuseppe Botto e Figli. Over the years they have added jersey and knitwear yarns that have allowed the company to achieve today's vertical asset. Nowadays the enterprise from Biella produces yarns and finished products in the two factories in Valle Mosso and Tarcento (yarns). **With its 140 year-old tradition**, Giuseppe Botto e Figli is an international label that makes 60% of its turnover – about 60 million Euro - on international markets like the United States, Germany, Japan, France and Korea. The company, being environmentally conscious, makes use of select raw materials and employs sustainable processes across all production stages. Hence **NATURALIS FIBRA** a new project, a single corpus for yarns sharing both naturalness and safeguard of the environment. For the first time ever Botto goes on show at a fashion tradeshow like **WHITE** with a **special setting**, where the **Naturalis Fibra** projects will be exhibited, and **Maurizio Miri's** finished garments, designer who launched his menswear and womenswear collections at **WHITE** show. Another special area will host an exhibition of fabrics for men produced by Ferla and interpreted by Maurizio Miri's colourful flair. Ferla has added the right dose of creativity and research to the legendary classicism of the fabrics from Biella that has conquered the foremost fashion Made in Italy and international brands. In their factory in Polto (Trivero), they make use of the best natural fibers and, with painstaking twisting, weaving and finishing processes, produce fabrics for jackets, suits, and coats.

Owing to the partnership with **Confartigianato Imprese** - the main Italian association representing the Made-in-Italy small and medium-sized enterprises with 25.000 members from the fashion industry out of a total of 700.000 associated companies - at **WHITE MAN & WOMAN** the focus on modern-day craftsmanship goes on with the project **WHITE STUDIO - IT'S TIME TO CONTEMPORARY ARTISAN**, curated by **Clara Tosi Pamphili** and **Alessio De' Navasques**. Through a special setting, an analysis of the "health" of the Made in Italy will be symbolically staged. The products will be "scientifically" analyzed to document their conditions and find the data attesting their craftsmanship. Bags and apparel will be disassembled in a large laboratory, where each artisan will avail of a table and an exhibiting cabinet, elements representing a workshop as well as a store. An aseptic location inspired from Martin Margiela's aesthetics and from the exhibition "Masterworks: unpacking fashion" at New York's Metropolitan Museum, will host companies and insiders alike.

Thanks to the partnership with **Confartigianato** and **ICE - Agenzia**, the event's organizer has added a new brick in **WHITE's** organizational structure, namely the road shows that took place in Fall 2016 in the squares of Shanghai, Seoul and Dubai, and for the first time, also Berlin, elected to be the tour's final leg. The traveling project **IT'S TIME TO WHITE** has taken across the world a brand mix that was acclaimed by the international buyers.

The project born thanks to the support by **Regione Lombardia** also comes back, its protagonists being the companies selected among **CNA Federmoda's** candidates, which will go on show in the Lounge Hall at Supertudio, as a continuation of White's January 2016 Initiative, that involved 15 artisans at the tender launched by the Region.

The synergy with the most important international fashion showrooms is strengthening **WHITE** planning structure and putting a spotlight on the search for cutting-edge brands.

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«The success achieved by the events abroad goes to show that the contemporary fashion segment that we represent is extremely appealing both for the buyers and the international press. Thanks to the support offered by ICE-Agenzia for the promotion abroad and internationalization of Italian enterprises, the main opinion leaders of the Countries hosting the road shows of our itinerant projects IT'S TIME TO WHITE have once again confirmed their presence at the January edition of WHITE MAN & WOMAN. With the institutions of the sector we have embarked on a journey towards internationalization, relying on Milan. The support offered by MISE – Ministry of Economic Development – CONFARTIGIANATO IMPRESE, CAMERA NAZIONALE DELLA MODA ITALIANA, the cooperation with CAMERA ITALIANA BUYER MODA and the patronage of the MUNICIPALITY OF MILAN, has been crucial. The latter, more and more, have shown a keen interest in our reality», so **Brenda Bellei, CEO at M.SEVENTY-WHITE.**

A charity project comes to life at the fashion tradeshow: **WHITE** and **MAP Communication** will grant visibility and new opportunities to the Enterprises from the region Marche that are based in areas damaged by the earthquakes. In January and February 2017, WHITE is going to make its spaces available for free and **three Food & Wine areas** will be set up to showcase the typical products of some food and wine companies coming from the territories hit by the quake.

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