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Wood Wood To Show in Milan in January

The Danish brand has been included in the Milan Men's Fashion Week calendar thanks to an agreement between the White trade show and the Italian Fashion Chamber.

By [Alessandra Turra](#) on December 6, 2016



Wood Wood
Courtesy Photo

[Danish high-end sportswear brand Wood Wood](#) will be the guest designer of [Milan-based trade show White](#), running Jan. 14 to 16.

Thanks to an agreement with the [Italian Fashion Chamber](#), White will enable Wood Wood to unveil its latest men's collection next January with a show included in the Milan Men's Fashion Week official schedule.

Designed by Karl-Oskar Olsen and Brian SS Jensen, Wood Wood will host a runway show at the Base venue in the Tortona Fashion District. The date of the show is still to be released.

"We welcome Wood Wood, a young and promising brand selected among those presenting at White, in our Milan Men's official calendar," said Camera Nazionale della Moda Italiana president [Carlo Capasa](#), adding that the show is the "fruit of the collaboration among the industry's different players, all contributing to make the fashion sector unique and special for Milan and the whole country."

"People easily recognize themselves in the style offered by Wood Wood," said White founder [Massimiliano Bizzi](#). "The brand shows a casual yet refined approach with an avant-garde attitude but without ostentation. I strongly believe in the Scandinavian labels, which are becoming more and more important on the international scene both in men's wear and women's wear."

Based in Copenhagen, Wood Wood operates boutiques in Berlin, Copenhagen and Aarhus. In the past, the label developed collaborations with international brands including [Adidas](#), Barbour, Eastpak and Ellesse.




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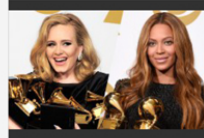
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