



WHITE
MILANO

**SIGN
OF
THE
TIMES**

From 23rd to 26th September
don't miss WHITE live talks
streaming on
www.whiteshow.com

23rd September

EVENT ▶ WELCOME BREAKFAST

h. 09:00 - 10:00 Massimiliano Bizzi, WHITE Founder, invites all exhibitors to join and open this edition full of news.

EVENT ▶ OPENING WALK THROUGH

h. 12:00 - 13:00 Together with Institutions, WHITE will officially open the edition presenting Womens Fashionwear Spring/Summer 2022.

TALK ▶ ONCE PLAYERS, NOW PROTAGONISTS

h. 12:15 - 13:00

*Once Players, Now Protagonists.
A renovated Fashion Week.*

Moderator:

Angelo Ruggeri, Fashion Editor

Speakers:

Gigliola Maule, CSM President

Fabio Pietrella, Moda Confartigianato President

Giacomo Santucci, CBI President

Cristina Tajani, Fashion Council Member

Massimiliano Bizzi, WHITE Founder

TALK ▶ BtoDIGITAL

h. 17:00 - 17:45

How technology is changing and enhancing new business opportunities through a phygital approach.

Moderator:

Angelo Ruggeri, Fashion Editor

Speakers:

Sebastien De Hutten, Events United CEO

Tommaso Boriodi, Superstudio Events CEO

Alessandro Betti, Net srl CEO

EVENT ▶ SPARKLING DJ SET WITH MASSIMINO LIPPOLI

h. 18:30

24th September

TALK ▶ FUTURE FASHION: SHAPING BRAND IDENTITY AND CREATIVE VISION

h. 11:30 - 12:30

*A special talk with The Face Fashion Director
Danielle Emerson on building a brand with
strong visual identity and longevity.*

Speaker:

Danielle Emerson, The Face Fashion Director

TALK ▶ THE POWER OF SHARING RESPONSIBLE INNOVATION

h. 15:00 - 16:00

*C.L.A.S.S. Icon: The Power of sharing responsible
innovation.*

Moderator:

Giusy Bettoni, CEO C.L.A.S.S.

Speakers:

Ana Duarte, Designer Ana Duarte

Chiara Tronville, Journalist

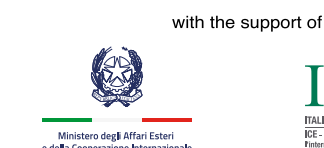
Heather Gramston, Head of Womenswear Browns Fashion

Federico Poletti, Journalist and Communication Consultant

EVENT ▶ FUTURE FASHION INNOVATION: THE FLOW OF INFLUENCE BY JIAQI LI, IN COLLABORATION WITH VOGUE.IT

h. 17:00 - 18:30

Only by invitation



25th September

TALK ▶ FASHION TECH: THE ART OF TECHNOLOGY IN THE SUPPLY CHAIN OF FASHION.

h. 11:00 - 12:00

Fashion Tech: the art of technology in the supply chain of Fashion.

Moderator:

Federico Ferrazza, WIRED Italy Director

Speakers:

Loreto Di Rienzo, Dyloan Founder and Technology Ambassador

Stefano Rebattoni, IBM Italy CEO

Giulia Baccarin, MIPU Founder

Massimo Temporelli, The FabLab President and Co Founder

Matteo Venturini, Creative Director Underwork Studio

TALK ▶ TRANSPARENCY AND TRACEABILITY IN FASHION - UNECE

h. 15:00 - 16:00

Pilot Project Vivienne Westwood - Cittadellarte Fondazione Pistoletto - Challenges and opportunities.

Moderator:

Angelo Ruggeri, Fashion Editor

Speakers:

Maria Teresa Pisani, UNECE Economic Affairs Officer and Project Lead

Isabella Tonelli, Vivienne Westwood Supply Chain Sustainability Manager

Olga Pirazzi, Project Manager Fashion B.E.S.T. Cittadellarte - Fondazione Pistoletto

Stefano Albini, President Albini Group spa

TALK ▶ SIGN OF THE TIMES

h.16:15 - 17:00

Visions, new languages and business models of the upcoming Fashion world. Milan at the core.

Moderator:

Giuseppe De Bellis, SKY TG24 Director

Speakers:

Massimiliano Bizzi, White Founder

Giuseppe Angiolini, Sugar Founder

Simone Marchetti, Vanity Fair Italy Director

Matilde Gioli, actress

Emiliano Salci, Founder and Creative Director Dimorestudio

EVENT ▶ LONDON show ROOMS

h.17:00 - 18:30

@LONDON Show ROOMS area, via Tortona 27
Only by invitation

EVENT ▶ VIA MADE IN ITALY

h.17:00

Via Bergognone 34, BASE Bistrot
Only by invitation

EVENT ▶ THIS IS NOT A SONG

h.19:30

Secret Event - via Tortona 27
Only by invitation

26th September

TALK ▶ SYMPOSIUM 2021

h. 11:00 - 12:30

Symposium 2021, GEN Z between Sustainability and Digitalization.

Moderators:

Francesca Manfredi and Paola Vinci, Founders & Editors in Chief "The Sustainable Magazine"

Speakers:

Thomas Perini, Regional Brand Director IWC Schaffhausen

Paolo Pezzin, Senior Material Manager Napapijri

Paolo Re, CEO Recarlo

Laura Puricelli, Gen Z Strategist

Federico Poletti, Journalist & Communication Consultant

TALK ▶ THE FUTURE OF RETAIL, THE RETAIL OF THE FUTURE

h. 13:00 - 14:00

A talk with:

Giorgio Magello, NIAM President

Massimiliano Alvisi, NIAM Vice President

Paolo Ruffato, Probeat CEO and Founder

Alberta Antonucci, Web Lawyer

Curated by



WHITE[®]
MILANO

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TIMES

23, 24, 25, 26 SEPTEMBER

VIA TORTONA 27

EVERYDAY FROM 9.30AM TO 6.30PM | SUNDAY FROM 9.30AM TO 6.00PM

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