

OVER 50 BRANDS PARTICIPATING IN THE

SHOWROOM

17TH - 21ST OCTOBER, 2025
 From 10 AM to 4 PM

LOCATION - THE GLOBE@
 MANDARIN ORIENTAL AL FAISALIAH
 RIYADH

POWERED BY

WHITE - M.Seventy
MILANO GROUP

The Saudi Fashion Commission Signs a Memorandum of Understanding with The Circle Platform - WHITE Milano

Riyadh, Saudi Arabia, October 22, 2025 – The Saudi Fashion Commission is pleased to announce the signing of a Memorandum of Understanding (MoU) with The Circle Platform Company's **WHITE Milano**, marking a strategic partnership to drive the global growth and expansion of brands and opening up new horizons for the fashion industry.

Burak Cakmak, CEO of the Saudi Fashion Commission expressed: *This partnership with WHITE Milano reflects our ongoing commitment to building platforms that empower local talent, expand international collaborations, and enrich the creative economy. By bringing WHITE Milano's first international showroom to Riyadh, we are reaffirming the Commission's role as a catalyst for innovation, exchange, and opportunity - ensuring that Saudi fashion continues to thrive on the world stage.*

Brenda Bellei, CEO of The Circle Platform - WHITE Milano, commented:

"We are delighted to announce the new agreement signed with the Saudi Fashion Commission, an entity under the Ministry of Culture of Saudi Arabia. With our strong international experience in the fashion sector and our well-established network, we are ready to bring our know-how to Saudi Arabia, beginning with the organization of the official showroom during Riyadh Fashion Week, which took place from October 16th to 21st, 2025. This project aims to promote creative talent through a structured strategy of global promotion and positioning."

WHITE Milano will be able to establish **the first international showroom in the Kingdom**, showcasing both Saudi and global brands, and serving as a commercial and creative hub in the region. The partnership will provide Saudi designers with **access to WHITE Milano's international platforms** and facilitate creative and cultural exchange through **joint events and collaborations**. They will also be able to **launch mentorships, workshops, and training programs** to support Saudi talent and share global best practices across design, branding, and sustainability.

This collaboration will enable the brands to gain access to previously unexplored channels, which are essential for establishing themselves in new markets. In turn, it will help put Saudi designers on the global stage and provide them with a new international platform. Through partnerships like this, we share a mutual dedication to providing further opportunities and platforms where culture and creativity can intersect.



This collaboration aims to make a significant contribution to the development of national talent and the enrichment of the creative sector in the Kingdom. It underscores the **Fashion Commission's** unwavering commitment to nurturing its country's creative aptitudes and providing them with new opportunities to showcase their abilities and develop their skills.

About the Fashion Commission:

Founded in 2020, the Fashion Commission is leading the development of the Kingdom's fashion sector. By driving investment and building robust regulatory frameworks, the commission is supporting the next generation of Saudi fashion talent as they aspire to reach their full potential. The commission is enabling the sector while preserving the Kingdom's vast heritage in fashion and empowering Saudi fashion designers.

Together with the Ministry of Culture, the commission is working to unlock a thriving cultural sector to preserve and elevate the traditions that make the Kingdom unique.

To learn more about the Fashion Commission, please visit:

X: @FashionMOC | **Instagram:** @fashionmoc

Website: <https://fashion.moc.gov.sa/en> (English)

About WHITE Milano:

WHITE is the leading international trade show for women's prêt-à-porter, held in the Tortona Fashion District, in the heart of Milan Fashion Week. Founded in 2002 by Massimiliano Bizzi and Brenda Bellei, it is supported by the Lombardy Region and the Municipality of Milan and takes place during Milan Fashion Week. WHITE is dedicated to fashion professionals and tailored to the tastes of the contemporary international market. It is supported by **MAECI** – the Ministry of Foreign Affairs and International Cooperation – and **ICE Agency**.

Show after show, WHITE has reaffirmed its leadership in connecting cutting-edge brands with the contemporary fashion and business landscape. Each year, WHITE brings approximately 800 fashion and accessories collections to Milan, spread across 20,000 square meters.

Its forward-thinking vision aims to break barriers and promote stronger communication between the market and creative entities worldwide.

For more information:

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This vision is represented by **Expowhite**, a format under the patronage of the Ministry of Culture. Unique in its kind, WHITE serves as a hub for innovative projects, offering a curated selection of sustainable brands with avant-garde style, established maisons, experimental designers, and next-generation startups.

It is a crossroads of art, design, culture, and technology, focused on exploring new fashion languages and characterized by innovative installations created by WHITE founder Massimiliano Bizzi, with a visual setup aligned with the latest aesthetic codes.

Instagram: @whiteshowofficial

Website: www.whiteshow.com

About The Circle Platform Saudi Arabia:

The Circle Platform is the legal entity authorized in Saudi Arabia to carry out various activities, including organizing a permanent showroom based in Riyadh, hosting the WHITE tradeshow, and developing business projects for both Saudi and international brands looking to enter the Saudi market. This is achieved through dedicated events and initiatives aimed at retail development in the Kingdom.

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NOTES TO EDITORS

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