



The latest fashion inputs from Super return to Milan from 20 to 23 February, in the Visconti Pavilion on Via Tortona, with a new edition of the Pitti Immagine fair dedicated to women's accessory and prêt-a-porter collections.

Following September's success, Super is increasingly investing in its "boutique event" format oriented towards the selection and proposal of targeted fashion projects, paying even greater attention to new talents.

SUPER returns to Milan during fashion week, the Pitti Immagine "**womenswear lifestyle**" **experience** for discovering a selection of this sector's most interesting new ideas on the international scene. The fair dedicated to **women's accessory and prêt-a-porter collections** will be held in the Visconti Pavilion at Via Tortona 58, the former Laboratorio Ansaldo – one of the vital areas of fashion week that is most frequented by international buyers – over four days, from **Thursday 20 to Sunday 23 February 2020**.

"We are following the evolutions of global women's fashion – **says Agostino Poletto, Pitti Immagine's general manager** – in order to be able to give precise and concrete responses to the best Italian and international buyers, at a similarly precise moment in their purchasing campaign. We do so by refining, from edition to edition, the format of our Super fair: increasingly a "boutique event" dedicated to scouting and products which, every six months, proposes a rationalized selection of clothing and accessories where the most attentive buyers can find both famous brands – with which they possibly already work - as well as lots of new names and debuting designers that, with surprising creativity and a high level of quality, offer collections and capsule collections that are suitable for high range boutiques, and can obtain important results on the market".

"Super is a pure experience of product combined with styling – **adds Antonio Cristaudo, Commercial and Development Director** – entering the Visconti Pavilion means immersing oneself in a "super showroom" capable of offering multi-faceted input in an ultracontemporary atmosphere that maximizes the styles and identities of the various exhibiting brands. In the itinerary of discovery, we bring together quality companies and product capsule collections, very special projects and the debuts of young talents from new scenarios. While always keeping a close eye on scouting – that can only be on a global scale – and creating a dimension of synergy and valorization for the various collections, almost already suggesting the best product combinations to our buyers and the stories which best adapt to each other in the boutiques, department stores as well as on the online platforms. Like the seven designers from all over the world presented in the Super Talents area, each with their unique content of creativity, just to cite one of the special participations at this edition. In this sense Super has a format that is distinct from all the other rendezvous during Milan fashion week".

SUPER NUMBERS

_ around 90 brands at this edition, presenting their new accessory and prêt-a-porter women's collections for fall-winter 2020/21;



_ around 30% of the brands are from abroad.

SUPER BRANDS

Here are some of the names taking part in this edition:

ACCHITTO, AFTERLABEL, ALESSANDRO ENRIQUEZ, AMUSE, BE YOU - GÉRALDINE ALASIO, CIRCOLO 1901, CLOSCA, DOTZ, E'ST - ELY'S THREAD, ERIBÉ, FREI UND APPLE, GAYNOR BONGARD, GELSO MILANO, HELENA BAJAJ LARSEN, I ISABELLA CLEMENTINI, IINDACO, JAKKE, JEKCA, JIMMY CRYSTAL NEW YORK, JUAREZ CAMACHO, KARPET DIEM, LELO, LES TRICOTS D'O, L'IMPERMEABILE, MA'RY'YA, MAURIZIO MASSIMINO, MELIP, MII, NAM JOSH, OREQUO, PEECH, QEEBOO, REVERTISSU, RUN OF Runarchy Attitude, SALCE 197, SANTHONORÉ - SOMETHING OUT OF THE BLUE, SCAGLIONE, SHAFT JEANS, SHAKE IT BABY, SHIRTAPORTER, SPARTI handmade, STMA, TROVELORE, VUEM, WHITE SAND, WORN, ZYNE OFFICIAL.

The projects and the special participations:

__ SUPER TALENTS

SUPER confirms its role as an observatory on the most interesting fashion scenarios, turning the spotlight on the most promising new stylists on the global scene. In fact, this edition sees the return of one of the areas most appreciated by buyers in their search for new ideas – **SUPER TALENTS** – the protagonists of which are up-and-coming talents selected in collaboration with **Sara Sozzani Maino of Vogue Italia and Vogue Talents**. On stage will be a selection of **seven designers from all over the world** working on the **accessory luxury** concept with a series of proposals that have a high creative content. Here are their names: **Acchitto** (Italy), **Helena Bajaj Larsen** (France), **IINDACO** (Italy), **Juárez Camacho** (Mexico), **Malaga4** (Italy), **WoRN** (Switzerland), **Zyne Official** (Morocco).

__ The exclusive essences of CAMPOMARZIO70

This edition of Super sees the special participation of a historical name of artistic perfumery and the most exclusive cosmetics: **Campomarzio70**. The Italian company that for four generations has been passionately discovering and presenting creations with the power to convey real emotions will showcase a selection of its most interesting fragrance brands: **L'Objet, Cire Trudon, Alexandre.J, Parle Moi De Parfum, Escentric Molecules, Familia Familia, Hermetica** and the **Xerjoff V collection**.

BUYERS

The last edition of Super welcomed, in all, **over 5,800 buyers**; the international buyers exceeded the **1,100 mark (around 20% of the total)** from **over 50 different foreign countries**.

Leading the **top 15 key foreign markets** was **Japan**, followed by **France, Spain, Germany, Greece, United States, Switzerland, China, Russia, South Korea, Austria, Netherlands, Belgium, United Kingdom** and **Portugal**.

Here are some of the **top international buyers** who attended the last edition:

Alan Bilzerian (United States), **Baycrews** (Japan), **Beams** (Japan), **Bongénie Grieder** (Switzerland), **Dantendorfer** (Austria), **Galleries Lafayette** (France), **Giulio** (United Kingdom), **Ei Corte Inglés** (Spain), **Harvey Nichols** (Hong Kong), **Hyundai** (South Korea), **Isetan** (Japan), **Le Bon Marché**



(France), **LF** (South Korea), **Marubeni** (Japan), **Neiman Marcus** (United States), **Ships** (Japan), **Strolz** (Austria), **Takashimaya** (Japan), **United Arrows** (Japan), **Vakko** (Turkey) and **Victoire** (France).

And here are some of the best Italian buyers: **Base Blu**, **Bernardelli**, **Biffi Boutique**, **Bini Silvia Passeggiata**, **Bonvicini**, **Bruna Rosso**, **Coltorti**, **Cortecchi**, **Dell'Oglio**, **Gaudenzi**, **Gerard Loft**, **Gigi Tropea**, **Helmè**, **Il Cortile**, **Interno B197**, **La Rinascente**, **Lazzari**, **Milaura**, **Morini**, **Nida**, **Parisi**, **Penelope**, **Pupi Solari**, **Ricci Lino**, **Ritz Mantovani**, **Spinnaker**, **Sugar**, **Tessabit**, **Tiziana Fausti**, **Tony Boutique** and **Torregrossa**.

The program of incoming delegations of international buyers

Pitti Immagine's investment into providing hospitality for buyers and members of the international retail trade realized also thanks to the contribution of the Italian Ministry for Foreign Affairs and International Cooperation (Ministero degli Affari Esteri e della Cooperazione Internazionale) and the Italian Trade Agency (Agenzia ICE) is consolidated at this edition by the participation of a selection of top foreign buyers who will come to the Visconti Pavilion to discover the collections and new ideas presented by the companies and expand their brand portfolio.

The Camera Buyer Italia - Super's guest

SUPER will also feature the participation of the Camera Buyer Italia with which the fair has realized a long-term partnership agreement to supply a series of services for its members to make their visit to the fair rendezvous more functional.

SUPER is an event realized with the patronage of the City of Milan.