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**'The Renaissance and Rebirth':  
the Dolce&Gabbana High Fashion and Haute Couture events  
staged in Florence:  
a new beginning for the city, a message for Italian fashion.  
A special project for Pitti Immagine.**

**On the occasion of the events, Domenico Dolce and Stefano Gabbana  
will showcase the city's artisans and their extraordinary creations**

**Florence** is hosting the **Dolce&Gabbana Haute Couture, High Fashion and High-Jewelry** events: a tribute to history and art, to the timeless elegance of the city and the skill of its craft workshops.

**From 2 to 4 September**, the city will become the theater for an important calendar of events and a special project directly involving local artisans.

The creations of the two designers will, in fact, be accompanied by those of thirty-eight artisans chosen by Domenico Dolce and Stefano Gabbana after visiting their workshops and which represent the excellence and savor-faire of the most authentic Florentine tradition, the jewel in the crown of the artistic expression of *Made in Italy* artefacts. The human touch has always been an important value for Domenico Dolce and Stefano Gabbana. Their ideas pass through the expert hands of trusted master craftsmen who give life to Beauty, with love, passion and devotion.

**'The Renaissance and Rebirth'**, this is the title of the event which will begin on **2 September** with a catwalk show dedicated to **Haute Couture at Palazzo Vecchio**, in the **Salone del Cinquecento**, the most important room in the Palazzo which is decorated with frescoes by Vasari. Unique and extraordinary pieces will be presented accompanied by accessories and objects realized by the craft workshops. On the same date there will be an exhibition of the **High-Jewelry** collection in the cloister of Santa Maria Novella. The calendar of events will continue on **3 September** in the Italian-style garden of **Villa Bardini**, with its baroque staircase and unique panoramic view of Florence which will provide the stage for the **High Fashion catwalk show**, and will conclude at the **Cantine Antinori in the Chianti Classico (Bargino)** on **4 September** with a special reception for the international guests that have come to the city for the event.

The designers' selection of the artisans' works will be exhibited in two special layouts in Palazzo Vecchio – in the Cortile del Michelozzo and the Sala dei Gigli, inside the museum itinerary of the Palazzo – which will be open to the public from 3 September until 15 October.

The events – which will be streamed on the web platforms of Dolce & Gabbana and Pitti Immagine – are organized by the **Centro di Firenze per la Moda Italiana** and by **Pitti Immagine** in collaboration with the **City of Florence**, and have been realized thanks to the extraordinary contributions of **Agenzia ICE, Fondazione CR Firenze, the Chamber of Commerce of Florence** and the **Regione Toscana** (through Toscana Promozione), with the

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operational cooperation of **Fondazione Pitti Discovery** and the precious support of the **Fondazione Parchi Monumentali Bardini e Peyron** and the **Consorzio Cuoi di Toscana**.

“An event - the first live event following the outbreak of the Covid emergency - that fills us with pride because it is a sign of the attention the world of fashion is paying to the relaunch of the city after the pandemic and that our ‘*Rinascere Firenze*’ plan is encountering qualified and across-the-board interest”, **comments the mayor of Florence, Dario Nardella**. “Moreover, the Dolce&Gabbana project will involve another of our excellences – craftsmanship – that will attract the interest of international investors to our territory. In the year of the inevitable and painful postponement of Pitti Uomo, this is undoubtedly one of the first steps towards a return to normality and further proof that Florence still plays a leading role on the world panorama of creativity and culture”.

“We are very pleased that our next High Fashion events will take place in Florence, a city we really love and that has a special value at this time,” **add Domenico Dolce and Stefano Gabbana**. “Florence was the cradle of the Renaissance, of Italian-ness, of an ancient wisdom that has been handed down and continues to transfer its influence on contemporary culture and esthetics. To bring our work to iconic venues around the city is a dream come true. And even better is being able to work in close contact with the city’s artisans who preserve this precious and timeless savoir-faire in their workshops. We would like to thank Florence and Pitti Immagine for this opportunity; together we will give life to a new Renaissance, a new all-Italian Rebirth”.

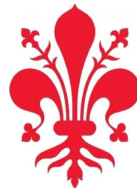
“The international spotlights are being turned on Florence again: a great opportunity for everyone” **says Antonella Mansi, president of the Centro di Firenze per la Moda Italiana**. “Dolce e Gabbana represent the contemporary face of the international success of *Made in Italy*. Linking their names to the artisans of Florence who, for centuries, have exported the results of precious working processes and unique techniques around the world, constitutes an economic driver and boosts the image of these workshops and those who work closely with international figures. Florence, with its production fabric and accommodation structures, has the necessary resources for reaffirming its role. And it is already doing so”.

“The terrible pandemic we have been through and which is still not completely over,” **maintains Tommaso Sacchi, councilor responsible for Culture, Fashion and Design at the City of Florence**, “has not extinguished the desire for creativity, initiative and culture which is one of Florence’s major characteristics. The event that Dolce&Gabbana is creating as a tribute to the city and to Pitti Uomo, which is directing the operation, moves exactly in this direction and forces us to strengthen our commitment to the rebirth of the city and its cultural institutions”.

“The Dolce&Gabbana events launch a strong message of positivity to the entire fashion system: we have fired up the engine and are ready to start again” **says Claudio Marenzi, President of Pitti Immagine**. “We are happy to host a show that celebrates fashion, modern elegance, the sartorial values and the cultural content that Pitti Immagine has always promoted and supported. It will constitute the link between an entirely virtual edition of our fairs and Florence, the fundamental context and partner for carrying out our fair activities.

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The hope is that the energy released by the two catwalk shows will contribute to creating the right climate in the light of the reopening of the physical fairs for the winter collections”.

“This is an opportunity for giving Florence a great amount of visibility”, **declares the president of Fondazione CR Firenze, Luigi Salvadori**, “and we are happy to support an event which valorizes two of the city’s strategic assets that are admired all over the world: fashion and the knowledge of our artisans. Already back in 2008, when this theme was less topical, our Foundation created the *Osservatorio dei Mestieri d’Arte*-Observatory of Art Crafts - the OmA - which, today, is an entity that is appreciated on a national level and I am really pleased that all the 38 artisans selected for this occasion are part of the OmA network. I also believe that events of such a high level are the best sign of a country that is trying to be born again using some of its winning symbols. Our Foundation is doing its part diligently and will shortly be presenting new projects aimed at supporting the very best forces in the territory’.

“We are deploying all the synergies necessary for starting again in the post Covid19 emergency period, especially in cities of art like Florence which were so badly affected by this crisis” **says the regional councilor for tourism, Stefano Ciuoffo**. “We are supporting each sector during the recovery phase with resources, contributions and targeted assistance for businesses. These events are concentrated on the big cultural platform of fashion, a crossroads of excellences that are recognized all over the world, offering well-deserved national and international visibility to the city, the territory and the Tuscany brand. A project that, beginning with the excellences of craftsmanship, is articulated and reflected in the entire production and tourist satellite industries, one of the objectives on which we are working through the various regional actions”.

“The regional agency” **adds the director of Toscana Promozione, Francesco Palumbo**, “is called, together with the city of Florence, to relaunch its destination by undertaking co-marketing actions in line with the ‘*Toscana Rinascimento senza fine*’ [Tuscany endless Renaissance] campaign, through the promotion, in particular, of the 38 Florentine artisans that are the protagonists of the project and represent a point of reference for *Made in Italy* products. In fact, Toscana Promozione Turistica will undertake to also vehicle this imposing craft patrimony on a national and international level by means of actions with an online and digital marketing destination, combining the campaign brand with the fashion-craftsmanship integrated system that is famous around the world for shopping tourism”.

“In its centuries-old history, beauty, style and elegance have been at home in this magical place” **states Jacopo Speranza, president of the Fondazioni Parchi Monumentali Bardini e Peyron** which manages the complex on behalf of the Fondazione CR Firenze. “This was the desire of a cultured and sophisticated man, the prince of antique dealers, Stefano Bardini. So Dolce Gabbana are the ideal guests for illuminating with their creations this spectacular ‘room with a view’ that is experiencing a truly brilliant moment and confirms its role as a modern meeting place for people who love art, culture and exchanging ideas. In fact, in these weeks we have hosted the most striking open-air cinematographic arena in Florence, and the third edition of the ‘*La città dei lettori*’ [The city of readers] festival, which has established itself on a national level, has just ended. Now we have an event of international importance to help us and our country get started again with renewed enthusiasm”.

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“It is a great privilege to participate with our best artefacts in the extraordinary High Fashion events of Dolce&Gabbana and, for this reason, in addition to Domenico Dolce and Stefano Gabbana, as a Consortium we are grateful to Pitti Immagine and the City of Florence. Our companies, that belong to one of the leading vegetable tanning districts, represent the all-Tuscan heritage of highly sustainable and certified craft working processes. A complete production chain located between the municipalities of San Miniato and Santa Croce sull'Arno, in the area between Pisa and Florence, where leather working techniques have been expertly handed down for generations with a tangible respect for the environment and the territory. To be chosen to actively take part in such an exclusive event of international significance, staged in a city that is the symbol of craftsmanship and *Made in Italy* fashion, is the best possible recognition for our work”, **says Antonio Quirici, president of the Consorzio Cuoi di Toscana.**

### 'The Renaissance and Rebirth': the 38 Florentine artisans showcased

The main aim of Domenico Dolce and Stefano Gabbana's project was to understand and respect the identity and specific nature of each individual artisan involved, placing their creations under the spotlight of an international audience. For this very reason works were not commissioned but the designers worked in total participation with the artisans in order to maximize the pieces which, already unique and precious, have often been thrust beyond their normal intended use, inventing a new identity for them.

The creations made of terracotta, silk, gold, silver, leather, hide, straw, wicker, crystal, porcelain, glass, wood, brocade, feather, beads, semi-precious stones, marble marquetry do not just interpret the value of the artisan tradition, often handed down from generation to generation, but also a distinct attention to contemporaneity.

Here are the artisans involved:

**Antica Fornace Mariani M.I.T.A.L.; Antica Occhialeria; Antico Setificio Fiorentino; Aprosio&Co; Argentiere Pagliai; AtelierGK Firenze; Bianco Bianchi; Bottega d'Arte Maselli; Brandimarte; Castorina; Club del Ricamo di Casale; Dimitri Villoresi Bags, Fondazione Arte della Seta Lisio; Fratelli Piccini Gioiellieri; Fratelli Traversari; Giotto Scaramelli – Cesteria Beccacivetta; Giusto Manetti Battiloro; Grevi; L'Ippogrifo Stampe d'Arte; Locchi Firenze; Lorenzo Villoresi; Loretta Caponi Firenze; Mazzanti Piume, Mireille Valentin Mosaico Fiorentino; Nerdi orafi; Officina Profumo-Farmaceutica di Santa Maria Novella; Pampaloni; Paolo Penko Firenze; Parione- Tipografia&Legatoria; Pestelli Creazioni; Saskia Scarpe su Misura; Scarpelli Mosaici; Scuola del Cuoi di Firenze; Stefano Bemer, Taddei Simone; Taf Firenze; Tommaso de Carlo; and Ugo Poggi.**

In order to portray this rich and diverse universe, a limited-edition book has been realized, with the support of **Cuoi di Toscana**. Leather covered, it contains profiles of the individual artisans and drawings of the objects featured in the catwalk show: a kind of guide to an itinerary around the city.

The focus on Tuscan artisans will continue **from 17 to 20 September at the Giardino Corsini**, with the “**Artigianato e Palazzo**” exhibition that has now reached its 25<sup>th</sup> edition.

Florence, 1 September 2020