



PITTI UOMO no. 97

Florence, Fortezza da Basso
7-10 January 2020

The numbers:

Brands / Companies

1203 brands

540 of which from abroad (45%)

265 among new names and returns

Exhibition area

60,000 square meters

Buyers/visitors

about 36,000 visitors to the fair in total

23,800 buyers at the last summer edition

of which over **9,100** from abroad

The key main foreign markets: **Germany, Japan, United Kingdom, Netherlands, Spain, Turkey, France, Switzerland, Belgium, United States, China, Korea, Russia, Greece, Portugal, Austria, Sweden, Denmark, Canada, Norway.**

Sections:

The itinerary through men's fashions will be distributed over **12** sections:

- _ ***Pitti Uomo, Pop Up Stores, Fashion At Work, HI Beauty***
- _ ***Futuro Maschile, Touch!, l'Altro Uomo, Unconventional, I GO OUT***
- _ ***I Play, Urban Panorama, My Factory***

Among the new and return names we indicate:

AUSTRALIA: **Memo Bottle, M.J. Bale**

AUSTRIA: **Vocier**

BELGIUM: **La Boucle**

CANADA: **Arc'teryx Veilance**

CHINA: **Daoyuan Ding**

CHINA/HONG KONG: **Doughnut, Nilmance, Topologie**

DENMARK: **7days, Han Kjøbenhavn, Hgbbstudio, Mads Nørgaard-Copenhagen,**

Magnafied, Sunflower

FINLAND: **Makia, Rolf Ekroth, Terinit**

FRANCE: **Aristide, Baebclub, Cote & Cielo, Element & Griffin Studio "Future Nature",**

Gauthier, Gertrude + Gaston, Le Mont Saint Michel, Maison Fabre, N'go Shoes,

Overlordbrand, Samuel Gassmann, Schott NYC, Serge Pariente

GERMANY: **Closed X Nigel Cabourn, Joah Kraus, Merz B. Schwanen Good Training,**

Preach, The Bakery Mfg. Co., Werner Christ

GREECE: **Dassios**

IRELAND: **The Tweed Project**

ITALY: **#We Are Artisans, A.S. 98, Alchimista, Alessandro Enriquez, Alex Ingh, Amish,**

Acqua Delle Langhe, Asiana, Backsideclub, Bencivenga, Be Silent, Bramante, Camo,

Camouflage AR and J., Camplin, Canadian, Carlo Pignatelli, Cini Venezia, Coreterno,

Distretto 12, Deperlu, Eredi Chiarini, Essenzialmente Laura-L. Bosetti Tonatto, Fabio

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Gavazzi, Fcashmere, Fornasetti Profumi, Fortu Milano, Gen-Y, Herno Laminar, JWBrine, JKE, Il Borgo Cashmere, Il Tabarro di Sandro Zara, Inverni, LAB - Pal Zileri, Lardini By Yosuke Aizawa, Letasca, Londinese, Luis Trenker, M.I.D.A., Mancino, Manovie Toscane, Malo, Maritan Verona, Mastricamiciai, Mattia Capezzani, Mazzarelli Sins, Moma, Mylink, Nakefit, One Of, Panicale Cashmere, Polewards, Reinhard Plank, Saucony Originals, Sealup, Sergio Rossi, Shibumi Firenze, Sileno Cheloni, Silvano Lattanzi, Thas – The Art Of Sustainability, The Jack Leathers, Tramontano, Trussardi, Ungaro, Vanadio23, V Design, Walter Van Beirendonck for Flower Mountain, Vuem
JAPAN: 33, Cebo, Ed Robert Judson, F/Ce, Fredrik Packers, Fumie Tanaka, Ihnn, Kiten, Kozaburo, Kunei, Mary Al Terna, Meanswhile, Miyaghi Kogyo, Orbium, Re:Qual, Ryo Midorikawa, Shoop, Subu, Taiga Liona, Tokyo Knit x Anrealage, Tokyo Knit E Walter Van Beirendonck For Flower Mountain, TST, Yuki Hashimoto, WOW Cream
KOREA: Aprvd
NETHERLANDS: Arma
NORWAY: Aurlands, Norwegian Rain, Serac
RUSSIA: Andy Artyuhin, Cvg Shape, Red September
SPAIN: Dolfie, Natural World, Tarrago Factory Sneakers Care
SWEDEN: Amanda Christenses, Cavaliere, Chimi Eyewear, Houdini Sportswear, Kavat, Lelo, Philip Karto, Wigans
SWITZERLAND: 8JS, Jet Set, Wow Cream
UKRAINE: M0D44
UNITED KINGDOM: 7L System, Benton.685, Bluebuck, Bowhill & Elliott, Country Of Origin, Coxmoore, Eribé, Gianoi, Heimat, Hunter, McGeorge of Scotland, Nicce, Parka London, Private White, Specific Object, Viyella
UNITED STATES OF AMERICA: Marcus Alexander, Spivey, Victor Li

*updated as of 30th December 2019

