



## The Pitti trade shows have restarted for international fashion

“We have made about **ten thousand people** work in total safety this week - **says Raffaello Napoleone, CEO of Pitti Immagine** - and this is the first great result that I want to highlight. The Pitti trade shows were the first among the major international fashion events to reopen. We have been a forerunner and a model. Stazione Leopolda for Pitti Filati, then Fortezza da Basso for Pitti Uomo and Pitti Bimbo, were the physical spaces and at the same time the symbolic places of a restart of fashion. Generally I do not indulge in sentimentality, but if there was a special figure for the days of the fair that end today, it is the combination of desire, need, pleasure to return to confront each other in person, to exchange ideas and comments, even to share the difficulties experienced in the recent past and which are still with us, together with the reaffirmation of an intact love for work through the presentation of the new collections. The data on buyers' participation should be read in this context, where quality, motivation and concentration were the elements most emphasized by the exhibitors themselves”.

While **Pitti Filati - from 28 to 30 June** - recorded the presence of **over 1,700 buyers and professionals** (France, Germany and USA among the greatest performances), **Pitti Uomo and Pitti Bimbo** in the Fortezza (from 30 June to 2 July) reached **6,000 visitors (of which more than 4,000 are buyers)**, with an **overall foreign buyer percentage of just under 30%**.

With some surprises. In addition to **European countries (Germany, France, Switzerland, Spain, Austria, Holland, Belgium, Russia, Poland, Greece and Portugal** in the lead), buyers arrived from the United States (driven by large *department stores* such as Bergdorf Goodman and Neiman Marcus), from Canada and Turkey, and also the European representatives of the main department stores and retail groups in China, Hong Kong, Japan and Korea, countries from which it is not yet possible to travel. A limited but extraordinarily significant attendance. The presence of media was also significant: over 700 journalists attended the fairs, of which about 300 from abroad.

“As the fairs gradually got going” **says Agostino Poletto, general manager of Pitti Immagine**, “the surprise and satisfaction became apparent, not just in terms of the qualitative level of the proposals and exchanges, but also the actual numbers which exceeded expectations. The atmosphere was a mixture of relief, enthusiasm and a desire to react. The exhibitors found clients who were eager and willing to learn more about the products, the buyers had all the time they needed to explore and discover new brands. For the first time we are carrying out an immediate assessment of the whole Pitti week, even though each individual fair had its own specific features. Filati, with all the obvious differences, including the space (at the Leopolda for the first time) and new layouts, seemed to start again from where it had left off; Bimbo presented itself in the guise of a special project, concentrating the proposals in an exclusive layout following the merchandising model of a specialty store; Uomo pinned everything on a strong presence of contemporary classic, sportswear and young designers committed to sustainability and responsibility with a personal and holistic approach”.

“The emotional temperature of the reopening” **concludes Napoleone** “was combined with a program organized to celebrate the 100<sup>th</sup> edition of Pitti Uomo which was seen by everyone as a finishing line as well as a new point of departure. We were happy and proud of the attention reserved for us by the Mayor of Florence and the Italian Government on this occasion, including the presence of ministers Giorgetti and Di Maio. The latter embarked on a fact-finding tour of the fair which was particularly welcomed by the exhibitors who were able to talk to him directly. But I am equally happy with the events that contributed to animating the 100<sup>th</sup> edition: the Sustainable Style project, the exhibition section and catwalk show; the intense and poetic performance of the young South African designer Thebe Magugu; the collaboration with the prestigious LVMH Prize; the live shoots carried out at the Fortezza; the program of meetings and conversations with the support of Unicredit and much more. In short, we have not renounced our strategy, not even this time”.

**PITTI UOMO 100 some of the buyers' comments:**

**Sebastian Haufellner, Head of Buying, Menswear and Childrenswear, Lodenfrey (Germany):**

Pitti is not just a fair but a community, thanks to its strong spirit of welcoming and greeting people, always making them feel special. The work of the fair is like that of a retail shop that combines the different brands and is always being revamped: the fair's ability to reinvent itself over time is quite incredible. The mood of this edition was, more than ever, "take your time": it was a moment to meet again after a long time, there was a great desire to see one another again in person and exchange ideas.

**Giuseppe Nugnes, proprietor, Gruppo Nugnes (Italy):**

Pitti Immagine deserves an applause for the courage it has demonstrated in getting started again despite the difficulties and the consequent great effort and responsibility. I like to define Pitti Uomo as a tribe, and with this edition it has launched a strong message: let's move forward.

**Dean Cook, Browns, head of mens buying, Brownsfashion (UK):**

Pitti Uomo is the key to menswear all over the world: it was essential to be here and take part, I found an admirable organization and excellent work on a safety level.

**Klaus Ritzenhöfer, proprietor, Apropos (Germany)**

It is impressive how Pitti Immagine managed to organize all this in such a short space of time! After a year and a half of video calls and virtual meetings it was really necessary to meet physically again, nothing can replace human encounter and the impetus that derives from the same. I took part in the fair to meet with the brands we already habitually work with and it was interesting to discover some new ones too.

**Alexandra Saunders, Buying Manager, Illum (Denmark):**

I feel really lucky to be back at Pitti Uomo. To be here is like being part of the story. Excellent energy, an exciting environment focused on current trends like sustainability and the contamination between casual and formal.

**Laura Larbalestier, Fashion Director, Harvey Nichols (UK):**

Pitti Uomo was a return to real life, extremely well organized and a chance to finally meet in person again. I felt a new enthusiasm for the products and collections. It has been difficult to be creative in front of a screen: we all needed to get together again.

**And some of the exhibitors:**

**Claudio Marenzi, proprietor, Herno**

There was a fantastic atmosphere. The participation of the members of the trade was limited but highly qualified. It was essential for us to return to Pitti in person: ours is a sector that cannot be reduced to just the digital sphere, which is certainly important – and will be so even more – but fashion sells garments and physical objects, there is an esthetic part that can also be presented digitally, but for the tactile part and in terms of human contact it is essential to be here live.

**Enrico Airoidi, General Manager, Paul & Shark:**

A special edition, no one was expecting great things – for obvious reasons – but I have to say that it went well, beyond expectations. There was a good Italian and European presence, in particular from the German, Dutch and Spanish markets. A huge investment has been made by both Pitti Immagine and the companies that chose to participate and I am sure that all this will be repaid.

**Giampiero Cozzi, Sales Manager, Pierre-Louise Mascia:**

We registered good attendance also on the part of the main US department stores that we were not expecting, as well as from the German market which was a revelation.

**Aldo Acchiardi, proprietor, Harris Wharf London:**

It's great to start again. We have just arrived from Paris where we have our showroom and there was a greater movement of international buyers here, while in Paris we mainly found the French market. We knew that the Germans would come, but we have also had a lot of American buyers. It was necessary to participate, we have to start again sooner or later and we prefer to do it as soon as possible.

**Simone Ponziani, director, Artcrafts International SpA:**

We wanted to be here to return to normality, although we were aware that we could not expect the same numbers as before. Being at Pitti is a sign of belonging to a sector and we are very satisfied with how things went. We did business and got the chance to finally see our sales network again. It is true, there were fewer buyers, but those that came were highly motivated and really wanted to improve their brand selection.

**PITTI BIMBO 93 some of the buyers' comments:**

**Andrea Bonecco, Divisional Merchandise Manager - Women's Accessories, Cosmetics and Kids, La Rinascente (Italy)**

This edition of Pitti Bimbo represented a message of recovery and of a return to normality. The important thing is that, in this period of difficulty, we chose to move forward: we have committed ourselves to generating virtuosity, from restyling to different types of projects, and it is wonderful to see that others are doing the same thing too. Pitti Bimbo has launched a strong, clear message.

**Tatiana Ageeva, Division Director, Bosco dei Ciliegi (Russia)**

The business is still alive! Each one of us was waiting to get back: the human aspect of our work is too important and we were missing it. I really liked the idea of combining Uomo with Bimbo, it was definitely very stimulating.

**And some of the exhibitors:**

**Giovanni Basagni, founder and president, Miniconf**

We are happy that we chose to be present at this first edition of Pitti Bimbo held in a physical form once again. As an Italian company that for 48 years has been dedicated to clothing for children and teenagers with a portfolio of different brands, we believe it is essential the support the fair that, more than any other, represents an Italian excellence and a showcase of intermediation and reference for kids' fashion on an international level. We are here and will be here in the future with new and important projects.

**Ombretta Scocco, marketing manager, Falc**

Pitti is and will always be the reference fair for kidswear. For us it is an international meeting point. Today, more than ever, at a time when we all need to start again, there is a need to transmit confidence. We have seen interesting signs of recovery, a high level of attention on the part of European buyers and holding Pitti Uomo and Pitti Bimbo concomitantly was absolutely favorable for us.

**Dinie Van Den Heuvel and Julia Gaydina, founder, Infantium Victoria**

There is an exciting atmosphere, you can feel the desire to talk to each other, to create connections, to see new projects and listen to new stories. And with great joy we presented our idea of sustainable design.

**PITTI FILATI 89 some of the buyers' comments:**

**Amy Coan, Womenswear Designer, Acne Studios (Sweden)**

The fair was smaller compared to other editions for obvious reasons, but the quality remained very high, all the most important yarn manufacturers were there. The Stazione Leopolda is a beautiful location, Vintage Selection is always stimulating and the organization was perfect as always.

**Louise Farnoux, knitwear and jersey product development manager, Christian Dior (France)**

It was a really lovely edition, we all appreciated this more intimate location.

I was astonished by the ability and speed with which yarn suppliers have embraced the eco-sustainable challenges: this is a very enterprising and interesting aspect. Pitti Filati is an important pause on the calendar of collections, a journey far away from Paris that also represents an occasion for personally visiting suppliers.

**And some of the exhibitors:**

**Piergiorgio Cariaggi, proprietor, Lanificio Cariaggi**

The return to the physical fair was important. We thought that attendance would be limited, but we were very satisfied and surprised by the foreign visitors – there were lots of them – even Americans. We have always taken part in the fair, we had to be there: it is part of our being, of our current company life.

**Paolo Polonelli, Sales & Marketing Director, Filivivi**

The return to the fair was something for which we all felt a need, I think that it was the most positive thing of all. The climate was positive, we felt the need for this physical meeting, to touch the materials, to meet the people, to see each other face to face again, to exchange ideas, to grow. You could feel this need. We left behind the negativity of the past period, there was a desire to look forward which I found very encouraging.

**Francesco Lucchesi, Industria Italiana Filati**

The important thing was to be able to start again: to say that we are here is a great sign. We strongly felt the need to see each other again, to meet again, to get out of our companies and find each other, to talk not just about the collection but, more in general, about the industry. The location was also decidedly positive, the Stazione Leopolda is very striking. We met lots of foreign clients, especially from neighboring countries, like France and Germany.

**Vittorio Branchizio, creative director research, Shima Seiki Italia**

It was a new beginning. We were pleased with the attendance, there were lots of people, more than expected. A mainly Italian public, but also a strong French presence. For us, participation at Filati is always very important because it is there that we present all the development and research we have carried out in the previous six months. It is a very important occasion for us.