



S|Style sustainable style

**The fourth edition of the project-event
dedicated to the pioneers of eco-responsible menswear.
At the Fortezza da Basso, the sustainable, ethical, and inclusive
fashion of 10 international brands.**

**And, in collaboration with Rinascente,
a special showcase at the department store in Florence.**

Pitti Uomo 101 is hosting the fourth edition of **S|Style sustainable style**, the special project that, since its debut, has attracted the attention of the press and top international buyers. At the Fortezza, inside the Lower Floor of the Central Pavilion, Giorgia Cantarini, fashion journalist and curator of the project, presents a new selection of 10 brands, among the young realities and the coolest designers who create and produce following eco-responsible criteria. The result of a scouting activity with a strong international and inclusive approach, also featuring women designers at the helm of menswear labels and genderless-oriented collections.

*"This year the selection focuses on the creative process that guides designers in their responsible approach - **says curator Giorgia Cantarini** - which is summarized in 3 R, recycle, reuse, reinvent. Recycle what you have, reuse it in collections, and originally reinvent garments or accessories. Starting with what already exists, unsold items, past collections, textile waste and materials ready to be disposed of. The design of the future is also not only about creating but reimagining. "*

Sustainable Style is one of the projects made possible thanks to Pitti Immagine's collaboration with UniCredit and is centered on the topics of sustainability and innovation.

The names of the 10 leading brands at the Lowe Floor of the Central Pavilion are:

Curious Grid - upcycling brand specializing in reworking fabrics, that mixes Indian roots and European style.

Figure Decorative - brings handcrafted Tuscan clogs made of leather and deadstock materials to the hypebeasts enthusiast of streetwear.

Junk - makes Econyl glasses with plastics collected in the oceans.

Ksenia Schneider - disassembles and reassembles patchwork of sweatshirts, cardigans and denim for the Eastern European look so loved by the Hadid sisters.

Maxime - reinvents the classic suit in a thousand ways with discontinued fabrics.

N Palmer - regenerated pieces and vintage fabrics for an explosion of prints and colors towards the boundaries of genderless, with a tailoring imprint, created by a designer who was trained by Ralph Lauren and Coach.

Philip Huang - preserves the Thai traditions of Tye and dye by dyeing his urban garments with natural and non-chemical dyes.

Provincia - designer Serena Novello focuses on the agender with suits between formal and workwear, with couture constructions refined by experiences in the ateliers of Schiaparelli and Margiela.

Umoja - minimal sneakers and certified organic materials, for a vibe with African roots and a contemporary destination.

Waste Yarn Project - the patchwork of the shirt made with recycled yarns and knits, it is the result of years of experience in maison such as Burberry and Pringle of Scotland.



S|STYLE Sustainable Style x RINASCENTE

At this edition of Pitti Uomo, a new chapter of the now established collaboration between Rinascente and Pitti Immagine launches, with a focus dedicated to S|STYLE. The two players exchange views through a dialogue that unites the Fortezza da Basso and the Rinascente Store in the heart of the city.

Rinascente has always been committed to supporting cultural entertainment in the city and, on this occasion, chooses to tell about some of the most interesting emerging brands of sustainable menswear on the global scene.

The creations of the 10 S | Style brands will in fact be the protagonists in the store windows for the whole week of the show, and the SS22 collections of a selection of these – **Figure Decorative, Junk, Umoja, Waste Yarn Project** - will be available for purchase in a special pop up area on the 2nd floor of the newly renovated store.

The shop windows and the 2nd floor of the store, Casatorre area, will also host photographic exhibitions with a selection of photos taken exclusively by Mattia Guolo, one of the new talents in Italian fashion photography, with some of the stylists' key looks. An experiential and visual journey, which investigates and highlights the green and cutting-edge style, while the windows overlooking Piazza della Repubblica focus on a "reflection" of the fair, or a reference to the theme of the event - Pitti Reflections - which embodies the will to question oneself, to go in search of what has not yet been revealed; as well as the S | Style exhibition area in the Fortezza, whose eco-friendly furnishings will also be present in the form of installation for the designer sales area.

About S | Style:

The S | Style - sustainable style project, now in its fourth edition, was born in 2020 in the midst of a pandemic to fill a cultural, social and market need to talk, to discover and tell a new approach to conceive collections and seasonality: respecting the environment and looking to the future. On the one hand, with this project, Pitti Uomo aims to completely subvert the concept, according to which responsible fashion rhymes with fashion without style, and on the other hand it offers buyers and fashion professionals the possibility of scouting clothing and accessories with low-impact production requirements, with certified, recovered, recycled and experimental hybrid fabrics. The selection of the participating brands is based on social and environmental responsibility criteria, which are the basis of the DNA of each of the participating brands, but the focus remains on creativity and design. Scouting is international, and is the result of a careful investigation through international fashion weeks, fashion awards, the most prestigious fashion universities and even Instagram. Since the first edition, Sustainable Style has been a hub hosting talents of the caliber of Connor McKnight, Y / Project, Phipps, Federico Cina, SSDaley, Uniforme and Vitelli, all names that have become reference, with awards, achievements and prestigious collaborations. Even the "language" of the project is cutting-edge and irreverent: it wants to communicate in a positive and non-coercive way, setting up a contemporary dialogue with the audience thanks to the use of social media and technology.