



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane

## **PRESS RELEASE**

### **THE ICE AGENCY SUPPORTS THE 101 EDITION OF PITTI UOMO AND THE WINTER EDITIONS OF PITTI FILATI AND BIMBO (Florence, winter 2022)**

To valorize Florence's role in the fashion sector on the international scene and celebrate the 101<sup>st</sup> edition of Pitti Uomo, these are the objectives that the Italian Ministry of Foreign Affairs and International Cooperation and the ICE – Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies intend to pursue by supporting the Pitti Immagine fairs which will be held along with a packed calendar of events dedicated to the world of men's fashion, paying particular attention to sustainability and young innovative talents.

Faced with a global scenario that already presented some uncertainty before the health emergency and which, with the global spread of the pandemic has become even more difficult and complex, we are now fortunately seeing positive signs of recovery and revival thanks to the progress of the vaccination campaign. Flexibility and an ability to rapidly adapt to the market have always been the strengths of Italian businesses. The support provided to the Pitti Immagine fairs (winter edition 2022) has been concorded and designed precisely to support Italian businesses in the men's fashion sector during this recovery phase.

Pitti Immagine handles the organization of the most prestigious international fairs in the fashion-clothing sector in Italy and the collaboration between Pitti Immagine and the ICE Agency has made it possible to invite over 3,000 foreign members of the trade and press to the Pitti Fairs from the year 2000 onwards.

The overall aim of the initiative is to support the proposals and boost the image of *Made in Italy* around the world as well as to promote the increase in the level of internationalization of the exhibitors also with the assistance of digital instruments.

The initiative envisages the realization of a program of events which will enhance the winter editions of the other Fairs, Pitti Bimbo and Filati, involving big Italian brands and up-and-coming young labels.

Both the fairs and the special events will be held in person, in compliance with the regulations for preventing the spread of infection, integrated with an intense digital activity. However, the digital dimension remains of central importance, not only in order to reach the many members of the trade who cannot travel, but also in order to amplify, in terms of time and space, the visibility and the opportunities offered to the Italian exhibitor companies.

The program of actions includes, more specifically, in person and digital incoming delegations, events, in person and remote special areas, and an international communication plan.

The Pitti Connect project will integrate the physical fair offering and the in person incoming delegations, reproducing the phases of the traditional buyer journey in a digital dimension for those buyers who are unable to take part in the Fair and in order to extend the contact between supply and demand over a longer period of time. The diffusion of the link by the ICE Offices through the overseas network will make it possible to reach new markets and offer new opportunities to exhibitors.

Throughout the entire fair cycle the website will be enriched by a program of digital special events, essential elements of communication for feeding online traffic and rendering the abundance of the Fairs which are characterized by the active involvement of the international fashion community through presentations, catwalk shows, special projects, media partnerships, trends and styles entrusted to professional curation, focuses on new collections, conversations and interviews.