



From Taste a concrete contribution for Ukraine.

Pitti Immagine and the Italian Red Cross, together for refugees.

Pitti Immagine could not stand still in the face of the current humanitarian crisis caused by the war in Ukraine. Together with the Italian Red Cross, during the days of TASTE (26-28 March) a collection of products will be promoted and will then be made available to refugees arriving in Florence. All of this will be managed directly by the Italian Red Cross - Committee of Florence. Companies will be able to contribute directly, while visitors will be able to buy at the Taste Shop what they prefer to donate.

Furthermore, exhibitors and visitors will be able to make a donation at the Taste Shop counters or by bank transfer directly to the Italian Red Cross:

IBAN: IT38K0306909606100000079238 - reason for "Donation for Ukraine - TASTE and CRI FIRENZE".

Florence, March 26, 2022