



# PITTI IMMAGINE UOMO

**Pitti Uomo 102**  
**Florence Fortezza da Basso**  
**14-17 June 2022**

**International menswear meets in Florence:  
four days for discovering the latest ideas, new trends and special projects,  
with an expanded itinerary, international collaborations  
and a calendar of events and absolute premieres.**

***Welcome to PITTI \_ ISLAND!***

The summer edition of Pitti Uomo, will be held at the Fortezza da Basso in Florence from 14 to 17 June 2022. The fair dedicated to contemporary men's fashion is expanding its temporal and physical horizons, proposing new content and new collaborations, as well as a calendar of events and international launches that will focus on the most interesting and exciting input from the main fashion scenes, in addition to the creativity and *savoir faire* of companies and designers of international significance. The rendezvous with Pitti Uomo returns to the four-day format, thus giving the entire community the opportunity to organize meetings and visits in a climate of recaptured serenity. So, the exhibition spaces in the Fortezza showcasing the new menswear collections and the whole world of men's lifestyles will also be expanded as well as the Pitti Uomo sections - *Fantastic Classic*, *Futuro Maschile*, *Dynamic Attitude*, *Superstyling*, with the *S/Style sustainable style* project even more integrated into the exhibition itinerary. Here is a heads-up of what Pitti Uomo 102 will be like.

### **The MAECI and the ICE AGENCY support Pitti Uomo and the summer editions of the fairs**

The Italian Ministry of Foreign Affairs and International Cooperation [MAECI] and the Agenzia ICE – Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies together valorize Florence's role in the fashion sector on the international scene by supporting the Pitti Immagine summer fairs. An essential contribution to the physical and digital versions of the fairs, the programs of incoming delegations of foreign members of the trade, the events and the promotion. Moreover, the ICE Agency, in partnership for the fifth edition with the Pitti Tutoring & Consulting management for the YOUNG ITALIAN STARTUPS AROUND THE WORLD project, will be supporting a special area at the Fortezza da Basso to valorize *Made in Italy* startups.

### **UNICREDIT: PITTI IMMAGINE'S MAIN PARTNER**

New rendezvous with Pitti Immagine's three-year collaboration with **UniCredit**, the pan European banking Group which is determined to maintain strong roots in the territories and a wide-ranging relationship with the communities in which it operates, supporting them on multiple fronts. The focus of the collaboration is manifested at Pitti Uomo 102 with the support for the ***S/Style sustainable style*** project, a platform for responsible menswear brands, and with the program of rendezvous in the ***UniCredit Theater***, the arena inside the Fortezza da Basso where, during the fair, talks and conversations will be presented dedicated to sustainability and innovation, encompassing fashion, economics, retail and lifestyles. "We are proud to be working alongside Pitti to realize a top *Made in Italy* fashion event" **emphasizes Livio Stellati, Head of Territorial Development Centro Nord UniCredit**. "Pitti Uomo has always been an important and prestigious platform on an international level and, this year, there is an increased focus on innovation and sustainability. We consider these aspects to be essential for the sustainable growth of business and our Group is able to make customized advice and solutions about them available to companies in order to facilitate the processes for developing production chains. Therefore, we are continuing to enthusiastically support Pitti Immagine by actively participating in its initiatives. In this way we are confirming our concrete

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commitment to supporting the fashion sector and, more in general, the real economy, paying great attention to the creation of sustainable value. This is our way of being part of the solution”.

### **THE INTERNATIONAL BUYERS who have already confirmed their participation**

The buyers from the most important international department stores, experimental shops and boutiques and the online retailers who have already confirmed their presence at Pitti Uomo 102 include names like: **14 Oz.** (Germany), **51 East** (Qatar), **58's** (Germany), **A.K.Rikk's** (USA), **Al Tayer** (UAE), **Abseits** (Germany), **Beaker** (South Korea), **Beecroft Bull** (USA), **Bergdorf Goodman** (USA), **Beymen** (Turkey), **Bloomingdale's** (USA), **Braun** (Germany), **Browns** (UK), **Brown Thomas** (Ireland), **Bungalow** (Germany), **Code 7** (Russia), **Contraband** (Canada), **Dantendorfer** (Austria), **David Jones** (Australia), **End Clothing** (UK), **Engelhorn** (Germany), **Fenwick** (UK), **Galeria Karstadt Kaufhof** (Germany), **Galleries Lafayette** (France), **Galleries Lafayette Qatar** (Qatar), **Giulio Cinque** (UK), **Harry Rosen** (Canada), **Harvey Nichols** (Hong Kong), **Harvey Nichols** (Kuwait), **Harvey Nichols** (Qatar), **Harvey Nichols** (UK), **Highsnobiety** (Germany), **Hirmer** (Germany), **Holt Renfrew** (Canada), **illum** (Denmark), **Isetan Mitsukoshi** (Japan), **Jelmoli** (Switzerland), **John Lewis** (UK), **Kadewe** (Germany), **Kith** (USA), **Kurt Geiger** (UK), **La Maison Degand** (Belgium), **La Maison Simons** (Canada), **Lane Crawford** (Hong Kong), **La Samaritaine** (France), **Layers** (UK), **Le Bon Marché** (France), **Le Form** (Russia), **Level Shoes** (UAE), **Lodenfrey** (Germany), **MAF** (UAE), **Marubeni** (Japan), **Matches** (UK), **Mitchell of Westport** (USA), **Monn** (Switzerland), **Mr Porter** (UK), **MyTheresa** (Germany), **Neiman Marcus** (USA), **Nordstrom** (USA), **Norse** (Denmark), **Peek & Cloppenburg** (Germany), **Peggs & Sons** (UK), **Pitkin County Dry Goods** (USA), **Printemps** (France), **Richard Gelding** (UK), **Robert Old** (UK), **Rosa & Teixeira** (Portugal), **Saks Fifth Avenue** (USA), **Santa Eulalia** (Spain), **Shinsegae** (South Korea), **Ships** (Japan), **Silver Deer** (Mexico), **Smets** (Luxembourg), **Sneakers 'n' stuff** (Sweden), **Soer Bonavest** (Germany), **Ssense** (Canada), **Strolz** (Austria), **Takashimaya** (Japan), **The Business** (UK), **The Outpost** (Spain), **The Platform Optimist** (USA), **Tom Greyhound** (France), **Troelstrup** (Denmark), **Tsum** (Russia), **United Legend** (France), **Voo store** (Germany), **Wako** (Japan), **Wood Wood** (Denmark).

### **PITTI \_ ISLAND**

#### **The new theme of the Pitti Immagine summer fairs**

An island as a point of reference, a fixed spot, a physical and interior place but, above all, a point of encounter and debate. “**PITTI \_ ISLAND**, the theme for summer 2022, will be an imaginary island connected with the whole world in a process of constant mutual exchange. A land of selected, sociable and open botany, at times amusing, reflective and absorbing, sensitive to ideas, a place for meeting each other, for spending time together before each one of us sets off again on our own journey”, **explains Agostino Poletto, General Manager of Pitti Immagine**. “Here we find the perfect metaphor for our fairs and the objective we want to achieve at each edition, selecting the very best in fashion creativity”.

**PITTI \_ ISLAND** is a concept presented in all the communication (adv, video, social) curated by the creative director Angelo Figus and by Narènte, Lucio Aru and Franco Erre who have been entrusted with the whole visual part. A production that also heavily characterizes the layouts at the Fortezza da Basso, followed by architect Alessandro Moradei. *(see specific press release)*

### **THE PROTAGONIST BRANDS\***

**671 brands in total, of which 271 are from abroad (40% of the total)**

*All the brands participating in Pitti Uomo 102 at the Fortezza da Basso are also showcasing their collections on the Pitti Connect digital platform.*

### **THE PITTI UOMO ITINERARY**

The itinerary inside the Fortezza da Basso has been expanded. At this edition the new collections will be displayed and organized into five macro areas, 5 special itineraries that recount the different souls of menswear today: *Fantastic Classic*, *Futuro Maschile*, *Dynamic Attitude*, *Superstyling*, plus *S|Style sustainable style*, a Fondazione Pitti Discovery project dedicated to responsible menswear.

### **FANTASTIC CLASSIC**

#### **Male elegance renews its style and perspectives**

Storytelling about the excellences of international menswear. A formula of male elegance that transmits good taste and culture for an impeccable wardrobe. From British tailoring to Italian *savoir faire* featuring the companies that have ensured the fame of *Made in Italy* all over the world. From the passion for quality



craftsmanship to high performance details and day to day urban outfits. The formal element guides us through contemporary contaminations: tradition and experimentation, classic codes and individual choice, timeless themes and new lifestyle products. The brands in Fantastic Classic include: **Alessandro Gherardi, At.P.Co, Baldessarini, Barbarulo Napoli 1894, Berwich, Boemos, Briglia 1949, Brookfield, Brunello Cucinelli, Caruso, Cheaney Shoes, Cruna, Devore Incipit, Doucal's, F. Hammann, Fedeli, Filippo De Laurentiis, Gallotti, Gandhara, Gms75, Gran Sasso, Grenfell, Hand Picked, Heinz Bauer Manufakt, Incotex Blue Division, Johnny Lambs, Kired, L'impermeabile, Lion Of Porches, Loake, Loungers, Luigi Borrelli Napoli, Manuel Ritz, Marco Pescarolo Napoli, Mazzarelli, Meyer, Momodesign, Nobis, North Sails X Maserati, Off Grid - Everything Is Connected, Paoloni, Pashmere, Paul & Shark, People Of Shibuya, Phil Petter, Piacenza Cashmere 1733, Re – Hash, Roy Roger's, Sand Menswear, Schneiders, Sera Fine Silk, Sonrisa Camiceria Uomo, Spektre Eyewear, Stefano Ricci, Stetson, Stile Latino, Tateossian London, Tatras, Tbd Eyewear, Tombolini, Wolf, and Xacus.**

## **FUTURO MASCHILE**

### **Menswear & lifestyle, a winning duo**

A journey through the increasingly mindful and sophisticated evolutions of contemporary menswear. In the new dedicated location on the Upper Level of the Main Pavilion, a relaxed elegance will be showcased that looks beyond the formal. The brands in Futuro Maschile include: **04651/, Acqua Delle Langhe, Ant45, Arma, Avant Toi, Barrett, Bonastre, Buttertea, Cellardoor, Danward, D-Vec, East Harbour Surplus, Faliero Sarti, Felisi, Graylab, Green George, Hannes Roether, Ikiji, Johnstons of Elgin, Legendär, Lodenfrey, Mate, Myths, Nine: Inthe: Morning, Pantofola D'oro 1886, Paraboot, Pence, Pier Sicilia, Pierre Louis Mascia, Roberto Collina, Ron Dorff, Salvatore Santoro, Sunhouse, Valstar, Varsity Headwear, and Vocier.**

Another protagonist of Futuro Maschile will be a crossover proposal reserved for lifestyles, from accessories to home design, created with the innovative wholesale platform **NAMES**, and including brands like: **19-69, Aer, Attirecare, Biocol Labs, Bodha, Colekt, Corpus, Globe-Trotter, Jacques Marie Mage, Lelo, Mad Paris, Manasi 7, Mid/Night 00.00, Natureofthings, Neo Legend, Patricks, Stora Skuggan, The Grey, The Skateroom, and Vyrao.**

## **DYNAMIC ATTITUDE**

### **New performances for street and outdoor styles**

A world that connects the rhythms of the metropolis to authentic sports outfits. The territory of urban styles, sensitive to a passion for the outdoors and the performance of the materials. Freedom and comfort become mantras to be translated into design on innovative garments with a technological soul. From jackets and coats in special fibers for daily dynamism to multitasking outfits, from sneakers to new concept eco-friendly accessories. The Dynamic Attitude brands feature: **24bottles, 40 Weft, American Vintage, Antony Morato, Bear Surfboards, Brandblack, Cotopaxi, Invicta, Ipanema, Kangol, Kèh-Noo, L10, Marc O'Polo, Mc2 Saint Barth, North Sails, Robe Di Kappa, Rodd & Gunn New Zealand, Saint James, Satorisan, Scotch&Soda Footwear, Sun68, Topologie, U.S. Polo Assn., Ucon Acrobatics, Vidorreta, Voile Blanche, and W6yz.**

## **SUPERSTYLING**

### **Ground-breaking menswear**

The place where stylistic research meets individual taste and projects it in a forward direction. Brands with an international signature, capable of mixing tradition and pure experimentation. A constantly transforming ground-breaking vision that intercepts new expressive emergencies. Metropolitan tribes and subcultures inspire gender neutral sizes and no-season garments as well as collections that anticipate trends. Plus, proposals that back the values of eco-sustainability and cultural contamination. Among the brands at Superstyling there are: **A.B.C.L., Ancient Greek Sandals, Aquarama, Astorflex, Atalasport, Be Able, Bengt Paris, Bi'ker Vintage, Brunos, Brussosa, By The Oak, C.9.3, C.O.F Studio, Capalbio, Castaner, Coopette Bros Deperlu, Coucou Bebe, Flower Mountain, Gallia Knit Project, Garrett, Gitman Bros. Est 1978, Goldwin, Guanabana Handmade, Hansen Garments, Harris Wharf London, Hyp3, Id.Eight, Italian Family, Itoh, John Smedley, Kappy Design, Kardo, Kleman, Knitbrary, L. F. Lidfort, Lorenzo Mancini, Maison Labiche, Manifattura Ceccarelli, Marda, Mason Garments, Maxime Simoens, Moshions, Nanamica, National Standard, Norm, Noyoco, Olow, Only The Blind, Original Madras Trading Co., Peppino Peppino Denim, Peregrine, Pyrenex, Ræburn, Red September, Rifò, Salvatore Piccolo, Sanders, Sandqvist, Scarti-Lab, Sturlini, Soul of Nomad, Superduper, The Chino Revived, The.Nim, Unfeigned, Unimatic, Ventidue and White Sand.**



## **The special area**

### **S|STYLE sustainable style**

The fifth edition of S|Style sustainable style will be staged at Pitti Uomo 102, the Fondazione Pitti Discovery exhibition project – with the support of UniCredit – curated by fashion journalist Giorgia Cantarini which, at every new edition, presents the precise scouting work carried out among the latest young entities and the coolest designers that create and produce in accordance with eco-responsible criteria. Here are the names protagonist in the special S|Style area at the Padiglione Medici: **Bennu, Connor McKnight, Curious Grid, Dhruv Kapoor, Junk, Margn, Maxime, Mworks, Philip Huang, Waste Yarn Project.**  
(see attached press release)

## **The Pitti Uomo 102 Guests**

### **The Pitti Uomo 102 Guest Designer is Grace Wales Bonner**

**Wales Bonner is the Pitti Immagine Uomo no.102 Guest Designer.** With a catwalk show event – on June 14<sup>th</sup>, at 6.00pm at Palazzo Medici Riccardi - the designer of Anglo-Jamaican origin will premiere the new Spring-Summer 2023 collection of the brand that bears her name, **Wales Bonner.** (see specific press release)

### **Ann Demeulemeester is the Pitti Uomo 102 Guest of Honor**

Ann Demeulemeester is the Pitti Immagine Uomo no.102 Guest of Honor. Following last January's postponement, Pitti Uomo and Florence will be celebrating the *maison's* iconic style with a special project at the Stazione Leopolda, on June 15<sup>th</sup> from 6.00pm to 8.00 pm, curated by Ann Demeulemeester herself.  
(see specific press release)

## **The Special Projects @ Pitti Uomo 102**

### **\_ SOULLAND is a Special Project @ Pitti Uomo 102**

Soulland, the Copenhagen-based brand lead by Silas Oda Adler, will be presenting its Spring-Summer 2023 collection at Pitti Uomo with a fashion show-event scheduled on June 15<sup>th</sup>, at 7.30pm at the Cavea of the Teatro del Maggio. Silas Oda Adler and his team will bring their vision to Pitti Uomo for a special showcase of timeless menswear and contrast rooted in responsible production; Soulland is dedicated to a socially just and environmentally responsible future with an open-minded and transparent approach to business and collaborations. *"I'm super excited and honoured to show at Pitti Uomo. The renaissance city of Florence is a tremendously beautiful setting and contrast to our Copenhagen roots. The historical importance of Pitti Uomo speaks loud and clear with it's combination of heritage and tradition, while always pushing for a new and relevant agenda within menswear. It's exactly somewhere between this timelessness and striving for a new responsible agenda, you will find Soulland."* Silas Oda Adler, founder and creative director of Soulland.

### **\_ SAPIO is a Special Project @ Pitti Uomo 102**

Designer Giulio Sapio will present the SS23 collection of the brand that bears his name in Florence during Pitti Uomo, inside the Spazio Discovery - a gallery in the Pitti Immagine head offices just a few meters away from the Fortezza da Basso, place of high symbolic value for Pitti and Florence that hosted the first contemporary art installations. The Sapio special installation – scheduled on June 15<sup>th</sup> at 10.00am - will make the suit the absolute protagonist, our second skin, a skin we choose, through which we portray ourselves and which satisfies all our senses. An idea of a wardrobe that is timeless because it is designed to evolve over time, in which the cut and the processing come to life in the material and are translated into garments dominated by a pure formal equilibrium. An equilibrium that knows no gender, but accompanies the body in the details and the proportions, highlighting its unique and unrepeatable grace. For this reason, the wardrobe is identical, esthetically, for males and females.

## **HIGHLIGHTS @ Pitti Uomo 102**

The Fortezza da Basso and Florence become a platform for launching previews, projects, important anniversaries and special collaborations, the place-to-be for anyone who wants to keep up-to-date with and connected to the world of fashion and its constant transformations. Here is a series of previews and special participations scheduled for June:



### **\_ ROY ROGERS - Special70 Anniversary @ Pitti Immagine Uomo**

Roy Roger's, the first Italian denim brand, celebrates its 70th anniversary in the splendid setting of Palazzo Vecchio with a special event to present the mini movie exclusively created by an exceptional director: photographer Bruce Weber.

### **\_ WP LAVORI IN CORSO and BARACUTA**

WP LAVORI IN CORSO is taking part in Pitti Uomo to present the new collection of the Baracuta brand – keywords Rainwear, Premium Craft and Summer Knitwear – with a dedicated space in the Monumental Area, which will also host a special celebration of forty years of WP LAVORI IN CORSO. Founded in 1982 thanks to the vision of Giuseppe and Cristina Calori, the company has been able to build solid foundations and consistently grow over time, to become a reference in the world of fashion, accessories and lifestyle.

### **\_ INCOTEX BLUE DIVISION**

At Pitti Uomo INCOTEX BLUE DIVISION presents the denim line with the tag line “Denim Meets Sartorial”, realized in partnership with Giada. With an important installation at the Fortezza da Basso and an artistic presence in the store windows of Rinascente Firenze, created by the brand in collaboration with artist Pierluigi Longo, known for his distinctive and elegant illustrations that have appeared in publications such as the Financial Times and the Internazionale. At the store in Piazza della Repubblica a special cocktail party dedicated to the brand will also be held on 14 June.

### **\_ PIERRE LOUIS MASCIA:**

At Pitti Uomo Pierre-Louis Mascia launches its new high sportswear concept: a capsule collection inspired by the world of sport which also envisages the exclusive launch of a sneaker in collaboration with Diadora, the historic brand whose silhouettes marked the history of style and sport in the '80s and '90s.

### **\_ TATEOSSIAN**

Tateossian celebrates returning to trade shows with exciting new designs and finishes – discreet is not the theme for the season! Key highlights include new mechanical pieces, bold in gold, on-trend pearls, and eye-catching jewelry with a bright multi-chrome finish. They will also be showcasing the thrilling Zaha Hadid collaboration, as well as eco-conscious pieces made from recycled materials or that make a sustainability statement.

### **\_ BALDESSARINI**

Baldessarini is participating in Pitti Uomo at the Fortezza da Basso and hosting its first analogue fashion show under the management of Florian Wortmann on 14<sup>th</sup> June in Florence, in the gorgeous Villa Corsini, celebrating its first big event after the successful relaunch last year.

### **\_ ROBE DI KAPPA**

Robe di Kappa® has chosen Pitti Uomo to debut its new Nineties inspired SS23 collection with a “preppy” taste, always in line with its style: Italian, classic, colorful.

### **\_ FILA**

The return of the iconic FILA brand to Pitti Uomo to launch its latest designs and innovations for S/S 2023, focusing on the combination of fashion and tennis and basketball courts, which is deeply rooted in the brand's DNA. In addition, FILA shows its latest bet in high-tech running shoes together with exclusive running apparel for both genders.

### **\_ ECOALF**

The eco-sustainable brand Ecoalf returns to Pitti Uomo with the latest innovations of its collections, always conceived and created with techniques that minimize the impact on our environment. Ecoalf's unique approach will also be featured in a special presentation on June 15<sup>th</sup> (12.00am) at the Fortezza da Basso.

### **\_ NORTH SAILS X MASERATI**

Pitti Uomo 102 sees the debut of the North Sails X Maserati collection, in which the North Sails lifestyle and its cutting-edge DNA perfectly match the values of the Trident brand, driven by the non-conformist spirit of those who are ready to face the challenges of the future, with passion and a willingness to change. The result of this exceptional collaboration is cutting-edge performance wear, to inspire those who long to embrace all that tomorrow brings.





### **\_ JUICY COUTURE**

The Los Angeles cult brand, the first to launch slounge fashion (a mix between sport and lounge) becoming a style phenomenon in the 2000s thanks to its iconic velvet suit, returns to Pitti Uomo to launch the new comfy-cool era of the brand. In addition to presenting the new collection in its space in the Fortezza (Teatrino 2) - which on Tuesday 14 June will be hosting a cocktail party with the famous DJ model Catherine Poulain - the brand is also planning a special fashion show on Monday 13 June, at the Fusion Bar Art Gallery in Florence.

### **\_ RODD & GUN**

The premium menswear brand made in Australia returns to Pitti Uomo to present the new collection and its world with an important space in the forecourt of the Fortezza da Basso.

### **\_ NAMES**

For SS23, NAMES has moved away from traditional formats, coming together with Pitti for the first iteration of NAMES 24/7, its reimagined supermarket space. A unique and engaging environment where visitors will discover brands in an experiential format built around products. Brought to life by the RND creative team who are always pushing the boundary on concept and creativity, the new physical and digital spaces aim to connect with buyers in new and interesting ways, referencing the familiarity of everyday shopping. Explore the installation at Futuro Maschile, Piano Attico and on NAMES.LIFE.

### **\_ MATE**

Technology and lifestyle are united in the context of Futuro Maschile also thanks to the presence of Mate, the brand based in Copenhagen that has transformed the e-bike into a regular object of desire. The Danish two wheelers, electric and foldable, are revolutionizing contemporary mobility thanks to an original design and the numerous collaborations in the fashion sector with brands like Moncler and Palm Angels, in addition to the partnership with Evian and CR Fashion Book. On the terrace of the Upper Level, it will be possible to try out the Mate e-bike experience, having a go in the saddle and enjoying all the freedom of the coolest electric bicycles on the market.

### **\_ ANTHONY MORATO**

Antony Morato returns to Pitti Uomo to celebrate the brand's 15<sup>th</sup> anniversary with the presentation of the new SS23 collection inspired by four cities, four new destinations on the journey it makes every season - Las Vegas, Sydney, Dubai and Detroit, and with a special party on 15 June in a location in the center of Florence, to celebrate the anniversary.

### **\_ SITUÉR MILANO**

Situér Milano designs eco-friendly furnishings with minimal and refined lines that arise from metal, crafted in Italy and skilfully translated into a perfect balance between aesthetics and function. The stylistic feature of each Situér furnishing accessory is the folding, which totally eliminates welding from the production process and which makes every object of the company recognizable and iconic, as well as highly sustainable because it allows to limit CO2 emissions.

### **\_ GORETEX**

At Pitti Uomo 102, Gore presents "From Past to Future": a special immersive exhibition dedicated to GORE-TEX fabrics which were proposed to consumers for the first time a few decades ago. A retrospective of the first products and a presentation of the new GORE-TEX articles with the innovative ePE membrane.

### **The installation ICEBREAKERS II - "ANSWER WITH A QUESTION"**

Among the special participations in the Fortezza there is also the installation that presents the project **"ANSWER WITH A QUESTION" presented by The NFCContainer Project 2022 and Manifattura Tabacchi team, curated by Linda Loppa**. Part of ICEBREAKERS II: it starts from an urgency: each container represents a conceptual space where to pose a question. Today, statements must be sharp as time is running. Fashion and the Fashion industry is not asking the right questions and therefore not giving answers. We, the NFC-team are therefore challenging you to become radical. Don't be afraid of pushing the borders of your comfort zone!



## **THE INTERNATIONAL COLLABORATIONS AT THE FORTEZZA DA BASSO**

The chapter of international collaborations, at this edition, sees the return of Scandinavian Manifesto and the brand-new project in support of Ukrainian designers.

### **\_ SCANDINAVIAN MANIFESTO**

The innovation that arrives from the Nordic fashion scene finds a space in the Scandinavian Manifesto exhibition project, one of Pitti Immagine's principal and most established international collaborations. Once again at this edition, a selection of collections designed by reference brands and up-and-coming fashion designers from Denmark, Sweden and Norway, renew the partnership between Pitti Uomo and Revolver Copenhagen, the fair platform for Scandinavian fashion brands. At the Costruzioni Lorenese, here are the brands already confirmed for this edition: **Soulland, Les Deux, Palmes, Adnym Atelier, BLK DNM, Wood Wood, Berner Khul, Rue de Tokyo, and By death.**

The synergy between Pitti Immagine Uomo and Revolver Copenhagen consolidates with a new edition of **THE ITALIAN TEAM** project, which will bring a selection of Pitti Uomo exhibitors to the summer edition of Revolver from 10 to 12 August. Among the brands already confirmed: **Regenesi, Faliero Sarti, Avant Toi, Pantanetti, Peppino Peppino.**

### **\_ UKRAINIAN FASHION NOW!**

#### **Ukrainian Designers you need to know**

The Fondazione Pitti Discovery has always been an observatory on the new protagonists of the international fashion scene, but it is also a seismograph that registers changes, trends, needs. And now, more than ever, inclusivity, dialogue, hospitality and solidarity are necessary values. For this reason, one of the special projects of the next Pitti Uomo will be dedicated to a selection of Ukrainian fashion designers who have been invited to Florence to present their collections. A dedicated space at the Fortezza da Basso (Arsenal, First Floor) where the collections of names like **Bobkova, Gudu, Gunia, Guzema, Katerina Kvit, Litkovskaya, Manufacture De Lin, Oberik, Poustovit, Viktor Anisimov, Yulia Yefimtchuk**, together with a special photography exhibition by the duo of photographers **Synchrodogs.**

## **IN COLLABORATION WITH PITTI IMMAGINE:**

### **\_ The special presentation by BAGUTTA**

Bagutta presents the new SS23 collection and its new stylistic course with a presentation on stage during the days of Pitti Uomo: an invitation to breakfast – on June 15th, from 8.30am to 11.30am - on the terrace of the Pitti Immagine headquarters in via Faenza 109. "The approach was very concrete right from the start. and the primary desire is to recover the brand's heritage by working on the product, with a minimal and refined aesthetic inspired by the 90s", says Albino, womenswear creative director of the brand.

### **\_ The special event by SUPERGA with Emily Ratajkowski**

In the evening of June 14, the Loggia del Piazzale Michelangelo in Florence will host the Superga special event: the guest of honor will be supermodel and actress Emily Ratajkowski, brand ambassador and a long-time fan, who designed a capsule collection that is the perfect synthesis between the 'all-Italian heritage of the brand and the model's unmistakable style.

### **\_ The Esquire exhibition: WHO ARE WE? REDEFINING OUR IDENTITIES**

The Esquire exhibition on the redefinition and reconstruction of male identity is staged in the Cavedio on the Lower Floor of the Central Pavilion. On June 14 at 12 noon, it will open with a special talk by the 4 Editor's in Chief of the Esquire editions involved in the project: US, Spain, Germany and Italy, with the presence of Dot Pigeon, author of the NFT cover of Esquire Italia.

### **\_ HISTORES at Pitti Uomo 102**

The association that brings together about 40 Italian multi-brand stores, united by a common passion for beauty and high quality products, returns to Florence at the Fortezza da Basso with its own space in which the exclusive capsule collections by Kired, Valstar and Fedeli will be presented to the associates; the result of the collaboration between the brands and the Italian network. During the days of Pitti, the States General of the association and a special cocktail event will also take place.

### **\_ The collaboration with THE BEST SHOPS - CAMERA BUYER ITALIA**



The consolidated collaboration of Pitti Immagine with **Camera Buyer Italia**, the association that brings together and represents the best luxury multi-brands stores in Italy, continues at this edition of Pitti Uomo, to offer its members a series of welcome services to the Fortezza during their visit to the show.

### **THE FASHION SCHOOL EVENTS ON THE OCCASION OF PITTI UOMO 102:**

Pitti Uomo is also a privileged platform for promoting the fashion talents of the future, with a series of initiatives by fashion schools and the institutions that provide fashion design education.

#### **\_ “Carpe Noctem: a celebration of talents”, Polimoda Final graduation show 2022**

On June 13th, in Florence the final fashion show of the Polimoda talents

#### **\_ IED presents REFLECT in Piazza Ognissanti**

Faces, reflections, multiplicities of perspectives, and the rediscovered beauty at the fashion happening by the Istituto Europeo di Design in Piazza Ognissanti. Wednesday 15 June 2022, from 8 pm, this special event will light up the heart of the city combining the dynamic presentation of capsule collections created by fashion design IED students with the informal beauty of the event, where images multiply in an unpredictable game of perspectives.

#### **\_ “Everywhere, here, nowhere” by Istituto Marangoni Firenze**

There are places that exist only where there are no borders between reality and digital production. Istituto Marangoni Firenze presents the projects of the Best Fashion Designers & Multimedia Artists with an exclusive event at the Marino Marini Museum, entitled “Everywhere, here, nowhere”, on Wednesday 15 June at 9.30 pm.

### **THE COLLABORATION WITH RINASCENTE**

The collaboration continues between Pitti Immagine and Rinascente, a link which connects the Fortezza da Basso with the store in Piazza della Repubblica in Florence, centered on PITTI \_ ISLAND, the theme of this edition of the Pitti summer fairs. The Rinascente store will also host a series of initiatives dedicated to some of the protagonists of this Pitti Uomo: such as the shop windows in Piazza della Repubblica and the cocktail celebrating the tailored denim by **Incotex Blue Division**; the installation dedicated to the iconic beachwear brand **Mc2 Saint Barth**; and the special pop up dedicated to the responsible creativity of **Soulland**, the Danish brand Special Project of Pitti Uomo.

#### ***On the occasion of Pitti Uomo:***

#### **\_ BRUNELLO CUCINELLI Store Opening**

Brunello Cucinelli, a reference in global menswear, inaugurates its new Florentine boutique in Piazza degli Antinori 10R with an exclusive cocktail accompanied by a live musical performance on 15 June.

#### **\_ GUCCI presents Giardino 25**

Gucci presents its new café & cocktail bar Giardino 25 in Piazza della Signoria 37 - the latest addition to the Gucci Garden, the space created by Creative Director Alessandro Michele - with an invitation-only event scheduled for Thursday 16 June, in the presence of Giorgio Bargiani, Assistant Director of Mixology, The Connaught Bar, London, and Martina Bonci, Bar Manager Giardino 25.

#### **\_ “Le Jardin des Rêves” at TAF**

TAF, a historic shop in Florence that has been making hand-embroidered linens since 1954, on the occasion of Pitti Uomo presents "Le Jardin des Rêves": an extraordinary linen tablecloth measuring 4 by 2 meters that required 2200 hours of work, 19,000 meters of thread, and 8 expert hands. The inspiration came during the lockdown, when the store was closed, and it is an opportunity to look back and take a leap forward (14-15-16 June, 18.00 to 21.00, via Por Santa Maria 17R)

#### **\_ Intertek presents Michela Finaurini’s “Sustainable Feelings” exhibition**

During Pitti Uomo, Intertek Maison (Via di Stagno 17 F7G, Lastra a Signa – Florence) will be organizing the “Sustainable Feelings” exhibition. The protagonists will be works by the artist and textiles designer Michela Finaurini: works with an ethereal, surreal, visionary style, rich in symbols and metaphors that reflect the artist’s approach to fashion and strong commitment to sustainability.





## **PITTI CONNECT**

### **The special editorial content and live events include:**

In parallel with the physical format of the event, Pitti Immagine will once again be presenting a packed program of special projects, exclusive formats and online events on **The Billboard** in order to continue to maximize the exhibitors' proposals and initiatives on the global Pitti Connect platform.

On [uomo.pittimmagine.com](http://uomo.pittimmagine.com)

*Plus, online it will always be possible to relive the experience of the physical fair with daily Video Reports and special multimedia content published during the fair and after it has closed.*

### **ECOALF dresses the Pitti Boys & Girls**

*Pitti Immagine would like to thank ECOALF for its contribution to dressing the Pitti Boys & Girls at this edition of the fairs.*

**Main partner:**

