



FONDAZIONE PITTI DISCOVERY

S/Style Sustainable Style #5

10 sophisticated and experimental collections bring innovative and responsible menswear practices and principles to Pitti Uomo

At **Pitti Uomo 102 (Florence, Fortezza da Basso, 14-17 June 2022)** returns a new edition of **S/Style sustainable style**, the special project by **Fondazione Pitti Discovery** that, since its debut, has attracted the attention of the press and top international buyers. At the Fortezza, in a special area of the Medici Pavilion, **Giorgia Cantarini**, fashion journalist and curator of the project, presents a new selection of 10 brands, which is the result of a scouting activity with a strong international and inclusive approach, including important participation by designers from around the world and a clear ethical orientation. The sustainability “practices” chosen by each brand and designer are multiple: from popular upcycling, or rather the technique of reworking an already existing item of clothing, to the use of fabrics certified in accordance with international standards; from the activities of giving back in favor of the planet, with the support of environmental associations and organizations, to the use of recycled materials and ethical work practices capable of making the most of craftsmanship.

“At this edition we will focus on slow fashion, which is nothing more than the promotion of craft workmanship – says curator **Giorgia Cantarini** – representing now more than ever before a responsible approach. Rediscovering lost techniques, discarded yarns, and unused deadstock fabrics. Designers of the future use that which already exists, offering a concrete example of circularity that becomes a means for creative expression”.

S/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 top 10 leading brands at the Medici Pavilion of the Fortezza are:

Bennu: founded by Niccolò Chiappesi, it is an Italian brand that uses recovery and artisanal personalization processes on sartorial vintage clothes or garments from unsold stock. The name BENNU, in fact, which derives from the bird of Egyptian mythology known to us as the phoenix, conveys a message of rebirth and hope in a second life.

Connor McKnight: famous for his casual-sartorial suits, Connor McKnight is a young and promising talent in Made in Brooklyn menswear as well as the protégé of Maison Kitsunè, which recently acquired a minor share in the brand during the pandemic. With experiences from Bode to Kith, the stylistic eclecticism of McKnight passes through a blending and readaptation of vintage garments, with the use of deadstock fabrics and salvaged yarns.

Curious Grid: thanks to the recovery of traditional weaving techniques, Sheetal Shah, creator of the brand, recovers vintage items of workwear, projecting them creatively into the wardrobe of Gen Z.

Dhruv Kapoor: emblem of the artisanal sartorial-sporty style, the brand commits to circularity with 40% of the collection created using leftover fabrics from national producers. The label works at



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creating employment for Hothur Foundation's acid attack survivors and collaborative projects with a network of villages across India to uplift and empower artisans that are skilled in handwork.

Junk: from "waste" arises new eyewear, or rather from plastics collected in the oceans are forged Y2k sunglasses with silver detail, in an ode to the movement, which the brand defines as the "motion sleekness" elegance of movement.

Margn: for the Indian brand Margn, being sustainable is a proclamation of the culture of humanism. The concept is connected to clothing through symbolic compositions, humanoid symbols, valves and tubes of recycled water that represent the interconnection between all of us. A sartorial and knitwear language developed by artisanal workshops in an all-women community in the Northern Himalayas who are responsible for creating the label's argyles and ikats.

Maxime: sartorial comfort with certified fabrics featuring whip stitch appliqués on jersey and knitwear, recall the *tapisserie* or covers that can often be found in old countryside homes. The color palette follows the tones of earth, beige, dove-grey, medium and dark brown, and sage, while highlighted are provided by bright rusty tones or a deep peacock blue.

MWORKS: inspired by architecture, by the evolution of the modern way of living and by mixes of contemporary cultures, the label creates a genderless wardrobe that is 100% responsible. The clothes are locally made by hand in France, Belgium, and Poland by ateliers and independent manufacturers with certified or recycled materials, and are free of polluting chemicals, with processes mostly done by laser and a limited use of zippers, which are replaced by heat-welded seams.

Philip Huang: - preserves the Sakon Nakhon Thai traditions of artisanal Tye and dye by dyeing his urban garments with natural and non-chemical dyes. The "Indigo Grandmas", the guardians of this ancient art, are able to extract the purest blue from indigo plants and other colors from clay, rosewood, tree bark, and lac (mites that live on trees).

Waste Yarn Project: brand of knitwear, headed by Siri Johansen, who understood it was possible to upcycle leftover scraps of wool through a poetic vision of knitwear. The shape of each piece is designed with care, with each garment featuring a combination of weft and warp that is completely random, in accordance with the availability of the salvaged yarns.

Together with the main sponsor Unicredit, which supports S/Style, Pitti will once again present the UniCredit Start Lab, the project dedicated to young Italian start-up and scale-up companies in the fashion industry that are committed to sustainable fashion with a series of themed talks at the Unicredit Theatre, to raise awareness, educate, and introduce what "sustainability" means today.

About S/Style:

The S/Style - sustainable style project, now in its fifth 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



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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, S.S.Daley, 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.