



## **PITTIPETS: Pitti Uomo 103 see the debut of the fashion side of the world of pets**

For the first time, Pitti Uomo is introducing an exclusive space for pet accessories and life-style products. The special area, staged **at the Polveriera**, is dedicated to the world around dogs and cats and was designed by Ilaria Marelli, the architect and designer who has worked on installations for major international lifestyle brands.

This new exhibition project turns the spotlight on a selection of 15 brands chosen for their innovative and thoughtful approach to combining pet wellness and style: a soft, elegant, functional, and practical world. Cushions, kennels, and bags can be elements of home decor, while jewelry collars, luxurious bibs, and sophisticated coats can satisfy different moods and styles. The matching collections for pets and their owners are must-haves, not to mention the products for grooming and maintaining a healthy diet.

PITTIPETS is one of the big new features of Pitti Uomo 103, designed to tap into a rapidly expanding market segment and showcase to buyers and the press how fashionable leads and kennels can be.

### **The PITTIPETS brands:**

**2.8 Duepuntootto, Baurdelle, Emma Firenze, Frida Firenze, Genuina Pet Food, Lollipop, Manto, Mjodog, Omniagioia, Paikka, Paola Navone per 2.8 Duepuntootto, Pelo Foundation, Poldo Dog Couture, The Painter's Wife, United Pets.**