



## An extraordinary edition of Pitti Uomo!

**The fair ended with very high and very encouraging attendance figures:  
13,500 buyers registered, 33% of which from abroad,  
over 18,000 visitors in total.**

An extraordinary energy, a work and party atmosphere (helped by the weather!) and long forgotten attendance figures... These are the conclusions for the **103<sup>rd</sup> edition of Pitti Immagine Uomo**, that ended in **Florence (10-13 January 2023)** with almost 800 men's fashion, lifestyle and genderless collections at the Fortezza da Basso, an increasingly evolved exhibition layout and new sections like PITTIPETS and The SIGN. Plus the special events in other venues around the city: from the Martine Rose catwalk show at the Loggia del Porcellino to the Jan-Jan Van Essche show in the Santa Maria Novella Complex, together with all the other scheduled presentations and events that met with great approval from the press, buyers and guests who traveled specially to Florence.

The **final attendance figures** registered, in absolute terms, **around 13,500 buyers**, representing **6,500 sales and distribution companies** (boutiques, retail, multi-brand, department and specialty stores, chains, specialist e-commerce platforms), a **210% increase compared to January 2022**: there were **over 9,000 Italian** (+ 190%), and **around 4,500 foreign buyers** (+260%), representing 33% of the total.

**The overall number of visitors** to the Fortezza at this edition **exceeded 18,000**.

*NB*

*Last year there was a single registration for buyers at Pitti Uomo and Bimbo which were held concomitantly, both at the Fortezza da Basso.*

The top **10 foreign markets** with the highest attendance at this edition were: **Germany** (over 530 buyers), **Netherlands, Spain, United Kingdom, Turkey, Switzerland, France, United States, Japan and Belgium**.

Finally, great satisfaction was expressed among all the exhibitors for the **return of the best Asian buyers**. **Over 190 buyers** attended from **Japan** (there were 6 in January 2022), **there were almost 140** from **South Korea** (compared to 5 in January 2022); similarly, there was also a return of buyers from **continental China, China-Hong Kong, Taiwan, Singapore and Thailand**, countries which were almost absent at the last winter edition.

Another interesting piece of information concerns the attendance of buyers **from Nordic-Scandinavian countries** (Sweden, Norway, Denmark, Finland), which reached **the quota of 227** at this edition – there was a total of 60 last winter.

We should also mention the **achievements of Israel, Mexico, Canada and Ireland**, the big recovery of the numbers from countries in **Eastern Europe and from the Middle East**, and from the **Azerbaijan - Uzbekistan - Kazakhstan** block (there were 4 buyers from these countries last year, at this edition there were 43!).

Florence, 13 January 2023

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