



FENDI Special Guest Pitti Uomo 104

March 16th, 2023 – FENDI will present its Men's Spring/Summer 2024 collection in Florence on the occasion of Pitti Immagine Uomo n.104 (13th-16th June 2023), with a special fashion show scheduled for late afternoon of June 15th in the unique and recently inaugurated FENDI Factory, the new pole of excellence located in the heart of Tuscany's countryside in Capannuccia (Bagno a Ripoli).

"We are proud to open FENDI Factory to our clients and press, making it live outside the day by day for the upcoming Men's fashion show in June during Pitti Uomo. It is a special place for our artisans and local community as it represents FENDI heritage and creativity, nurturing precious handmade abilities of its artisans and preserving Made in Italy" **says Serge Brunschwig, Chairman and CEO, FENDI.**

"I am thrilled that the next Men's Show will take place in such a special location to me, the pulsing heart of FENDI, a place symbolic of creation, where development, innovation, craftsmanship training and production are reunited under the same roof. It will be such a unique occasion to see our products take life exactly where our Artisans make them, letting them take centre stage on that day" **continues Silvia Venturini Fendi, Artistic Director of Accessories and Menswear, FENDI.**

"I am particularly delighted with the presence of FENDI, one of the most prestigious luxury brands on the global scene, at Pitti Uomo in June," **says Antonio De Matteis, President of Pitti Immagine,** - precisely in the edition that marks my debut at the helm of the company. This presentation further confirms the international standing of the fair and the quality of its special events. I would also like to underline the importance of the renewed union of intentions with Camera Nazionale della Moda, with which we share the objective of promoting and valorising the highest Italian fashion in contexts of global relevance: each organisation with its own peculiarities and references, both aware that the complementary sequence of Florence-Milan appointments is essential for the entire national men's fashion system. I therefore take this opportunity to express our gratitude to Silvia Venturini Fendi and Carlo Capasa".

"Men's Fashion Week in Italy is one, it starts in Florence with Pitti and continues in Milan with our Fashion Week, with two different and complementary modalities. The synergy between our two realities makes the Italian men's fashion proposal the most important in the world. Thanks to the FENDI fashion show that will close the Pitti events on Thursday evening and kick off the Milan fashion shows, the interconnection that binds Florence and Milan is even more evident, even on an international level. The choice of Maison FENDI to present its men's collection at its Factory in Florence is an important message of enhancing the fashion industry and local territory. It is amazing that a great brand, a member of CNMI, by opening the doors of its own pole highlights the work of craftsmanship that makes Italian fashion unique in the world," **states Carlo Capasa, Chairman of Camera Nazionale della Moda Italiana**

"With Silvia Venturini Fendi we share a special bond," **adds Raffaello Napoleone, CEO of Pitti Immagine,** "built over the years through various collaborations, always in support of new talents. And above all, we are fans of her vision of men's clothing and lifestyle, of her ability to blend classic elements and radical innovation in a harmonious and modern way. The FENDI event is a precious and emblematic occasion for the city and its productive poles as well. In fact, the Factory is a large structure dedicated above all to leather goods, representing one of the best expressions of the manufacturing, industrial and artisanal tradition of our territory and region. FENDI's investment harnesses the skills and knowledge rooted here and at the same time nurtures them, contributes to their modernisation, and combines them with high quality design in fashion and accessories'.



PITTI IMMAGINE UOMO

FENDI
ROMA



Camera Nazionale della Moda Italiana

FENDI's special presence in the calendar of the next Pitti Uomo has been agreed with Pitti Immagine and the Camera Nazionale della Moda Italiana. FENDI will return to show during the Milan Fashion Week starting from January 2024 with its Men's Fall/Winter 2024-25 Collection.