



FONDAZIONE PITTI DISCOVERY

Pitti Immagine Uomo 104:

The Guest Designer will be **ELI RUSSELL LINNETZ**, Founder and Creative Director of ERL

Eli Russell Linnetz is the Guest Designer at the 104th edition of Pitti Immagine Uomo (Florence, Fortezza da Basso, 13 -16 June 2023), with a special event promoted by the **Fondazione Pitti Discovery**.

The Californian designer will be presenting the Spring-Summer 2024 collection of his **ERL** label with a fashion show in Florence **on Thursday June 15**. He will also work on a specific project for the occasion to portray his crossover vision among fashion, cinema, photography and music.

Lapo Cianchi, general secretary of the Fondazione Pitti Discovery & director of communication and special events at Pitti Immagine, comments:

"An eclecticism that is aware of cultural and gender references. A talent for combining commercial flair with unrestricted creativity. An original, often ironic and irreverent reinterpretation of American clichés, both eternal and modern day. These are the elements of Eli Russell Linnetz's profile which ignited our interest and the desire to invite him to Florence. Eli invents and constructs worlds that are nourished by the sunny vitality of California. He gracefully and joyfully mixes art and fashion, merging the inevitable street culture with luxury sportswear. All accompanied by a clear media instinct that is also evident in his recent collaborations with global brands and music stars. We are certain that his presence at Pitti Uomo will massively energize the whole fashion community".

"It's with great excitement to be joining the long list of heroes that have walked these streets before me. To stand on the shoulders of giants — the California waves swelling high into the sky then crash down upon Florence. The birthplace of renaissance and magic — beauty born from thin air. Peer through the magic spectacles as the journey continues..." - Eli Russell Linnetz

About ERL

Eli Russell Linnetz is an American artist and designer born in Venice Beach, California. He graduated from the USC School of Cinematic Arts with a Bachelor of Fine Arts in Screenwriting and Narrative Design. In 2020, Eli Russell Linnetz launched his brand ERL which offers colorful and unique takes on all-American staples. ERL has since expanded to include womenswear, suiting, accessories, fragrances and childrenswear. All ERL photography, casting, and campaigns are created in-house by Eli Russell Linnetz. ERL is currently available at over two hundred and twenty global retailers including all Dover Street Market stores. A look from ERL's Fall Winter 2021 Menswear collection was featured at the Metropolitan Museum of Art's Costume Institute "In America: A Lexicon of Fashion" – along with the upcycled ERL quilt and custom tuxedo worn by A\$AP Rocky at the 2021 Costume Institute Gala. Eli Russell Linnetz has received multiple international awards for his designs, including GQ's Breakthrough Designer of the Year in 2021, and LVMH's Karl Lagerfeld Prize in 2022. In May 2022, he debuted his collaboration with DIOR, guest designing the Spring 2023 Men's collection with Kim Jones.