



PITTI IMMAGINE UOMO

PITTI IMMAGINE UOMO NO.104

Florence, Fortezza da Basso

13-16 June 2023

The spotlights will be turned on Florence for four days of fashion and lifestyles that will draw the attention of the protagonists of the international fashion scene

**825 brands, 41% of which from abroad,
ready to present the new summer collections**

The extraordinary Fendi event staged at the Factory

**The Guest designer is Eli Russell Linnetz
who also brings a special installation to the Fortezza**

**Plus, debuts, presentations and events
with special focuses on sustainability and outdoor lifestyles**

PITTI GAMES is the theme of this edition!

The summer, and 104th, edition of Pitti Uomo will be held in Florence from 13 to 16 June at a Fortezza da Basso defined by guest designer Eli Russell Linnetz, founder of ERL. Pitti Uomo is the kickoff of the new season, the junction point for new talents, the “must showcase” for big brands and the stage for once-in-a-lifetime – or season – events. It is a Pitti Immagine production, and in four days will present a thoughtful and sensible overview of what is happening on the world’s main fashion scenes: the most interesting designers, emerging brands, special projects staged by big names which, between fashion, artistic expression, and multimedia productions, turn the spotlights onto Florence.

This edition’s format strengthens some of the innovations presented in January and aims at expanding and enhancing the fair. The result is a dynamic and fluid path along the Fortezza grounds, that is never taken for granted because it is studded with unusual concepts and crossover offerings that speak to the markets’ new needs and demands.

“People want to come back to Florence and meet. That is what we perceived during the months that we were working on this new edition of Pitti Uomo. Our event always garners more appeal, even at a time that is definitely not easy for the fashion industry. And, it is always chosen and rewarded as the not-to-miss setting for earning recognition and meeting one’s international clients,” said **Raffaello Napoleone, CEO of Pitti Immagine**.

The ITALIAN GOVERNMENT and the ICE AGENCY support Pitti Uomo and the summer editions of the fairs

The Italian Government and the Agenzia ICE – Italian Foreign Trade Promotion and Internationalization Agency promote Florence’s role in the internationalization strategy for Italian fashion by supporting the Pitti Immagine 2023 summer fairs. An essential contribution to the program of incoming delegations of the best foreign members of the trade, the promotion and the special events. The ICE Agency will also be presenting the seventh edition of YOUNG ITALIAN STARTUPS AROUND THE WORLD, the project that aims to valorize the most promising *Made in Italy* startups, realized in collaboration with Pitti Immagine Tutoring & Consulting, which will be held in the Main Pavilion of the Fortezza da Basso.

UNICREDIT PITTI IMMAGINE’S MAIN PARTNER

UniCredit is Pitti Immagine’s Main Partner and supports its initiatives, in line with the primary objectives of the banking Group which is determined to maintain strong roots in the territories and a wide-ranging relationship with the communities in which it operates, supporting them on multiple fronts. Within the sphere of this collaboration, over the four days of the fair, the UniCredit Theatre in the Fortezza da Basso will be hosting



various moments of encounter and conversation about fashion, lifestyle, economics, innovation and sustainability. “Sustainability and innovation” **states Annalisa Areni, Head of Client Strategies at UniCredit Italia**, “are two essential levers of the success of Italian businesses. UniCredit will continue to work alongside companies in our Country, supplying them with the tools, support and the knowledge they need in order to progress and improve their sustainability profile. Therefore, we will continue in the direction we have taken, fully aware of the need to act on several fronts, taking advantage of the expertise acquired in the ESG field, the identification of targeted solutions like Together4Energy and Together4Digital and, above all, actively supporting special initiatives, like those organized by Pitti Immagine, with a focus on the top sectors of Made in Italy. Production entities that find an important partner in UniCredit, one that is able to remain by their side during the respective journeys of transformation. A commitment that we are carrying forward with the aim of unleashing the potential of our Country’s manufacturing fabric, facilitating the development of the territories”.

THE BUYERS

The buyers from the most important Italian and international department stores, experimental shops and boutiques and the online retailers who have already confirmed their presence: *(list constantly being updated)*: **10 Corso Como** (South Korea), **Al Tayer Insignia - Harvey Nichols e Bloomingdale’s** (United Arab Emirates), **Banmen Select** (China), **B1ock** (China), **Beaker** (South Korea), **Beams** (Japan), **Bergdorf & Goodman** (United States), **Beymen** (Turkey), **Bloomingdale’s** (United States), **Browns** (United Kingdom), **Brown Thomas** (United Kingdom), **BSTN** (Germany), **Bungalow** (Germany), **Clap** (China), **CNTRBND** (Canada), **DFS - La Samaritaine** (France), **End Clothing** (United Kingdom), **Engelhorn** (Germany), **Galleries Lafayette** (France), **Giblees** (United States), **Giulio** (United Kingdom), **H.Lorenzo** (United States), **Hankyu Hashin** (Japan), **Harvey Nichols** (United Kingdom), **Harvey Nichols** (Qatar), **Highsnobiety** (Germany), **Holt Renfrew** (Canada), **Htown** (United Kingdom), **Illum** (Denmark), **In the Park** (China), **Isetan Mitsukoshi** (Japan), **John Lewis** (United Kingdom), **Kadewe** (Germany), **La Maison Simons** (Canada), **Lane Crawford** (Hong Kong), **Le Gray** (Saudi Arabia), **Level Shoes** (United Arab Emirates), **Liberty** (United Kingdom), **Lodenfrey** (Germany), **Lukse** (Russia), **M Penner** (United States), **Machine A** (United Kingdom), **Martinpatrick 3** (United States), **MAF** (United Arab Emirates), **Matches** (United Kingdom), **Mini shop** (Spain), **Moda 404** (United States), **Monn** (Switzerland), **My Theresa** (Germany), **Neiman Marcus** (United States), **Norse** (Denmark), **Opener** (South Korea), **Peek & Cloppenburg** (Germany), **Peggs & Sons** (United Kingdom), **Printemps** (France), **Printemps** (Qatar), **R130** (China), **Saks Fifth Avenue** (United States), **Selfridges** (United Kingdom), **Sheet-1** (Portugal), **Shinsegae** (South Korea), **Ships** (Japan), **Si Fashion** (United Arab Emirates), **Silver Deer** (Mexico), **Skp** (China), **Smets** (Luxemburg), **Soeren** (Germany), **Ssense** (Canada), **Takashimaya** (Japan), **The Business** (United Kingdom), **The Webster** (United States), **Trends** (Taiwan), **Très Bien** (Sweden), **Trunk Clothiers** (United Kingdom), **Tsum** (Russia), **United Arrows** (Japan), **Voo store** (Germany), **Wako** (Japan), **Wood Wood** (Denmark), **XC273** (China), **YME** (Norway), and **Zappa** (Spain).

Eli Russell Linnetz - ERL

is bringing his creativity into the heart of the Fortezza da Basso

Californian designer Eli Russell Linnetz, - guest designer at the summer edition of Pitti Uomo – founder and driving spirit of the ERL label, as well as a multifaceted artist, creative and creator of worlds, will be transforming the main forecourt of the Fortezza da Basso into a theatrical set that expressly refers to a famous Hollywood blockbuster. Between imagination and creation, between the true and the probable, Eli constructs stories in Technicolor which we can view as spectators and take part in as actors. It is the game of “let’s pretend”, of “make believe”, of the dream, and not just the American one, in which to intensely believe.

PITTI GAMES: the new theme for the Pitti Immagine summer events.

The watchword is games. Because gaming is playful and challenging, but above all it is creativity, synonymous with energy, commitment, and a desire to win. All the ingredients that Pitti Immagine puts together through fashion and lifestyles and which – thanks to Leonardo Corallini’s staging and creative director Angelo Figus’s coordination – come together in the ad campaign.

“PITTI GAMES is a theme that works wonderfully with the climate of optimism surrounding our preparations for the season’s fairs,” said **Agostino Poletto, general manager of Pitti Immagine**. “This is what prompted us to envision the Pitti fairs as a huge gaming table where to have fun, but also to play it all, bet on yourself and your strategy, to think about your opponent and partners, to come out of that comfort zone, take a chance, be individualistic or a team member. Ponder, take a shot, maybe bluff, mix, shuffle, put your cards on the table. In brief, gaming offers lots of inputs – for life in general and for our profession.”

(see enclosed press release)



The protagonist brands

825 brands in total

41% of which from abroad

All the brands participating in Pitti Uomo 104 at the Fortezza da Basso are also showcasing their collections on the Pitti Connect digital platform.

**numbers and brands cited updated as of 19th of May*

The Pitti Uomo itinerary

The exhibition spaces in the Fortezza da Basso will be welcoming the multifaceted and international world of Pitti Uomo. The five sections - *Fantastic Classic, Futuro Maschile, Dynamic Attitude, Superstyling and I Go Out* – will present the Spring/Summer 2024 collections: from the classical to the informal, passing through the world of research which will be maximized in the Sala delle Nazioni and the Arsenale.

Not just menswear, but lifestyles as well and – as befits a summer edition – all the most exclusive outdoor clothing from beachwear to camping and walking accessories. The special area dedicated to pets, successfully introduced at the last edition, is confirmed. Plus, new layouts for *I GO OUT* and *S/STYLE*.

New at the Fortezza:

Destination summer: a dual layout for I GO OUT

I Go Out, the section dedicated to international brands that produce clothing, accessories and objects for outdoor living, will be present in the Sala della Ronda with a new layout curated by **Sebastiano Tosi**, the Swiss designer, class of 1980, who is able to range from interior design to advertising and will be using an innovative material called i-Mesh, a technical and sustainable fabric for architecture.

But that's not all. I Go Out interprets the desire for a new contact with nature and, at this edition, it will also feature the special participation of the Japanese brand, Snowpeak, with an original extension in an outdoor space in the Fortezza da Basso: it will feature new applications of the outdoor world with a meticulous selection of outfits and accessories connected to the worlds of cycling, walking and camping.

VINTAGE HUB Circular Fashion

Vintage Hub has evolved into VINTAGE HUB Circular Fashion, a new and exciting project curated by Angelo Caroli, the driving force behind A.N.G.E.L.O. Vintage Palace. This initiative aims to foster a contemporary approach to vintage fashion. Located on the first floor of the Arsenale, in the special setup by Antonio Mastrorocco, VINTAGE HUB Circular Fashion presents innovative ideas encompassing the realms of reselling, preloved fashion, and upcycling, blurring the boundaries between style and design. The project embodies a perspective that intertwines sustainability and business, reflecting the growing interest of stores in incorporating secondhand corners and vintage furnishings into their spaces.

The route through the sections

FANTASTIC CLASSIC

The most innovative and contemporary evolution of classic looks. The **Ground Floor and Lower Level of the Main Pavilion and the Rondino** showcase a selection of authoritative brands which, starting from classic menswear develop unusual details and combinations for continuous updates of timeless themes. From technical coats and jackets to sartorial trousers, from distinctive accessories to luxury knitwear, these are the collections for those who look beyond tradition as they continue to desire an impeccable wardrobe.

The brands at FANTASTIC CLASSIC include:

Altea, Brunello Cucinelli, Caruso, Crockett & Jones, Cruciani, Cruna, Doucal's, Fedeli, Giuseppe Zannotti, Gran Sasso, Edward Green, Hand Picked, Herno, Incotex Blue Division, Johnstons Of Elgin, Kired, L.B.M. 1911, Liverano & Liverano Atelier, Manuel Ritz, Paul & Shark, Piacenza Cashmere 1733, Piquadro, Roy Roger's, Sand Menswear, Stefano Ricci, Tateossian London, Tatras, Windsor, and Xacus.

FUTURO MASCHILE

Futuro Maschile, always one of the most widely attended sections of Pitti Uomo, presents a journey through the most advanced looks in contemporary menswear on the **Upper Level of the Main Pavilion**. An elegance that goes beyond the formal – from technical jackets and coats to tailored trousers, from distinctive



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accessories to luxury knitwear – for a section that reinvents itself at each edition to showcase the nonchalant looks of informed menswear in a unique classic-and-sportswear mix-and-match.

The brands at FUTURO MASCHILE include:

04651/, 11.11/eleven.eleven, Avant Toi, Baziszt, CAHU Paris, Castaner, Cellardoor, CottonCitizen, De Bonne Facture, Domestique, East Harbour Surplus, Faliero Sarti, Felisi, Hannes Roether, Hung, J ∞QUALITY, Jacques Solovière Paris, John Smedley, Ma' Ry' Ya, Meystory, Paraboot, Pence 1979, Pierre Louis Mascia, Rains, Roberto Collina, Ron Dorff, Salvatore Santoro, Sunspel, Superduper, Tela Genova, Transit, and Tricker's.

DYNAMIC ATTITUDE

A passion for a dynamic lifestyle is the starting point for those who wear the collections shown at Dynamic Attitude. Here are symbolic brands capable of blending absolutely contemporary sport-and-streetwear clothes in their collections. Freedom and comfort are the dictates, but they develop into elegant design, cross-pollinated by vintage while being innovative and energetic with a tech spirit.

The brands at DYNAMIC ATTITUDE include:

After Label, American Vintage, Antony Morato, Baracuta, Bikkembergs, Brandblack, Ciesse Piumini, Cycle, Ecoalf, Filson, Juicy Couture, KNT Kiton New Textures, Mc2 Saint Barth, Napapijri, Sun68, Teva Original, Vibram, Voile Blanche, and Wollow.

SUPERSTYLING

The quest for new style canons that anticipate trends. Aesthetic choices that go beyond the usual, supported by sartorial skills and a constantly changing outlook that can detect new identities and respond to today's multiple expressive needs. The **Arsenale** and the **Sala delle Nazioni** will showcase a selection of high-creativity-content international brands that by conducting style research and studying materials are becoming even more recognizable with their genderless lines and cross-season offerings.

The brands at SUPERSTYLING include:

9-Jour, Ancient Greek Sandals, Armor Lux, Astorflex, Blk Dnm, Brotherwolf, Catch Ball, Coopette Bros, Denham x Armor Lux, Erevan, Flamingos Life, Flower Mountain, Gitman Bros. Est 1978, Goldwin, Harris Wharf London, Hen's Teeth, Homecore, Kardo, La Paz, Loreak Mendian, Manifattura Caccarelli, Mosso Sunwear, Nanamica, Orcival, Original Madras Trading Co., Peppino Peppino Denim, Samsøe & Samsøe, White Sand, Wundercamera Wardrobe, and Yvonne S.

I GO OUT

A passion for the outdoors and nature-related sports will meet the most advanced style research to come together in a new version of lifestyles. *I GO OUT* is the section of the fair that interprets contemporary trends in outdoor looks, aiming at the best concept stores and most demanding e-shops. The **Sala della Ronda** – in the new layout curated by Swiss designer **Sebastiano Tosi** - will be hosting its across-the-board offering of international makers of clothing, accessories, and lifestyle items for outdoor living – all things that can dialogue with the city and cutting-edge fashions. There will be innovative products that combine style and performance, functionality and ambitious design – as well as items that combine environmentally friendly philosophy with a creativity that looks to travel and photography.

The brands already confirmed are:

Albaoptics, Ayms, C pe Concept, Cotopaxi, Coxmoore, Elliker, Hikerdelic, Isaora, Kappy Design, Keen, Nilmance, Nishiguchi Kutsushita, Nomadic State of Mind, Off Grid - Everything Is Connected, Scandinavian Edition, Snow Peak, Teva, Topologie, True Tribe and Yogi Footwear.

The Special focuses:

S|STYLE

This is the seventh edition of **S|Style**, the Fondazione Pitti Discovery exhibition project curated by fashion journalist Giorgia Cantarini. A new setting in the **Sala delle Nazioni**, will showcase a updated and interesting selection of environmentally responsible, innovative and cutting-edge brands. From France to England from the Republic of C te d'Ivoire to India and Italy, S|Style is the fruit of passionate and fascinating scouting among the young designers who make environmental sustainability and respect for our planet the two basic premises for expressing their creativity.

And there is more! This seventh edition will mark the beginning of an exclusive partnership with **Kering Material Innovation Lab (Kering MIL)**. The Kering Group's research center, committed to reducing environmental impact, will make their library of certified materials and fabrics available to the S|Style designers for the creation of capsule collections that will debut at the Fortezza.



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The protagonist brands at this edition are:

Cavia (Italy), **Dalpaos** (Italy), **Dhruv Kapoor** (India), **Isnurh** (Denmark), **Jeanne Friot** (France), **Ksenia Schneider** (Ukraine), **Olooh Concept** (Côte d'Ivoire), **Permu** (United Kingdom), **Steven Passaro** (France), and **Young n Sang** (South Korea). (see attached press release)

PITTIPETS

The fashionable side of the world of pets

After the very successful debut at the last edition, the exclusive space dedicated to the accessories and lifestyles of our animal friends returns in an expanded form. The special area devoted to the world that revolves around dogs and cats - a new feature with which Pitti Uomo has intercepted a strongly growing market segment - expressly designed by Ilaria Marelli, the architect and designer who has created important layouts for international lifestyle brands, will be staged at the **Polveriera**. It will showcase a selection of brands which, with their creations – clothing, accessories, products for the care of animals, objects and furnishings for the home – are revolutionizing the world of pets.

The names already confirmed at PITTIPETS are:

Bullophilosophy, **Emma Firenze**, **Eva Machi**, **Hollyowl**, **Labart Dog**, **Lollipopet**, **Malucchi Made In Italy**, **Mon Bonbon Milano**, **MyFamily**, **Omniagioia**, **Perro Collection**, **Pupakiotti Pets**, **Superfine Pets Luxury**, **Ugo**, and **Uno Ruben**.

The Pitti Uomo 104 Guests

Special Guest: FENDI opens its Factory

On the occasion of Pitti Uomo 104, FENDI will present the Spring/Summer 2024 men's collection in Florence with a special catwalk show – by invitation only – scheduled for late afternoon on 15 June in the beautiful recently inaugurated FENDI Factory, the Maison's center of excellence in the heart of the Tuscan countryside in Capannuccia (Bagno a Ripoli).

(see specific press release)

Guest Designer is Eli Russell Linnetz of ERL

With a runway show, scheduled for the evening of Thursday, 15 June and sponsored by the Fondazione Pitti Discovery, Californian designer Eli Russell Linnetz will present his ERL label's 2024 Spring/Summer collection. He will be telling the story of his vision and his world of fashion/art/design crossovers with a specific project. Eli Russell Linnetz will also put his name to a large installation in the Fortezza da Basso's main forecourt: an exceptional foray that will make this edition of Pitti Uomo even more special.

(see specific press release)

In the Fortezza CHULAAP is the Designer Project

Chluaap's happy fashions will color Pitti Uomo with a special installation in the Sala delle Nazioni. The brand - founded in 2015 by designer Chu Suwannapha - Thai by birth and South African by adoption – has earned a name for itself on the contemporary men's fashion scene thanks to a captivating blend of colors, shapes, and textures. It is no accident that Suwannapha has been dubbed "Prince of Prints." The creative power that comes from his background, combined with an innovative approach to combinations and shapes is a unique celebration of today's Africa. It brings together traditions, techniques, and details from batik to origami to embroidery. Bold, broad, and squared lines create an experimental androgynous aesthetic that is projected towards the future. On Wednesday 14 June, at 2.00 p.m., in the Sala delle Nazioni, the Pitti Uomo 104 Designer Project will also be the protagonist of a special presentation by the founder, Chu Suwannapha.

Highlights @ Pitti Uomo 104

Projects making their debut, important returns, anniversaries and special collaborations. Here is the series of premieres and special participations staged in June:

_ FILA F BOX Collection

FILA will be taking part in Pitti Uomo with the presentation of the FILA F BOX Collection, a collection of sportswear and outdoor garments designed to celebrate the first 50 years of the iconic F BOX logo.

_ ARENA

On the year of its 50th anniversary, at **Pitti Uomo 104**, **Arena** is exclusively presenting its new Beachwear collection and collaboration with **The Woolmark Company**. The line marks the official debut in the lifestyle



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segment choosing Merino wool as a top performing and responsible fabric. The brand is projecting itself towards new horizons of technology and style, starting from its racing know-how. The garments, designed for young, urban and evolved consumers, will be presented in a special installation in the Giardino del Glicine.

_ SNOWPEAK, camping & outdoor lifestyles

A leading camping brand in Japan for 60 years, promoting life in the open air in contact with nature, Snowpeak returns to Pitti Uomo with a double participation. The SS24 menswear collection will be presented inside the I Go Out section and camping equipment, like the iconic foldable braziers and the titanium accessories for the table, will be showcased in an outdoor space in the Fortezza. And under the awning, in collaboration with Workshop Coffee, excellent iced coffees will be offered to all the visitors.

_ DRYKORN

At the Padiglione della Ghiaia, Drykorn, a renowned contemporary fashion brand from Germany and a long-standing exhibitor at Pitti Uomo, makes its return. In their new SS24 collection, Drykorn combines classic looks with modern elements, showcasing monochromatic Seventies and Eighties-inspired suits alongside "all-over" floral prints and lightweight fabrics. Additionally, the brand will showcase fresh additions to the limited "2DY4" series, which comprises exclusive garments crafted using special materials and upholding the brand's exceptional standards of quality and workmanship.

_ SUN68 BEACH

The new collection is called *Color Explosion*. Focusing on color in all its applications and an extension of the range of variants on bestsellers like polo shirts and sneakers, with new shades. A kaleidoscope of tones for a look suitable for any occasion.

_ L.B.M. 1911

One of the brands that is redrawing the boundaries between Italian sartorial excellence and sportswear returns to Pitti Uomo to present its latest new ideas on the Lower Level of the Main Pavilion.

_ DOUCAL'S Anniversary

The company is celebrating 50 years of history with "Mario", a special edition of the iconic moccasin dedicated to Mario Giannini, founder of the craft footwear workshop in Montegranaro. In this new loafer, the iconic "Golden Cream" yellow, combined with the black, makes the packaging unique. On Wednesday 14 June, at 6.00 p.m., at Palazzo Budini Gattai, the brand will present the "Loafer performance" event starring the company's artisans. To be followed by cocktails.

_ LIVERANO & LIVERANO Atelier

The historic bespoke Florentine tailor's store will be presenting its collection for the first time at Pitti Uomo.

_ **CARL GROSS**, the German brand famous for its contemporary tailoring, presents its world in the Sala delle Colonne.

_ INCOTEX BLUE DIVISION

Incotex Blue Division – the denim division of the brand of the "best trousers in the world" – presents all the new features of its SS24 collection at Pitti Uomo as well as an exclusive project supporting young talents, in collaboration with Rinascente Firenze. The students of the Accademia Costume e Moda, Domus Academy, Naba and Istituto Marangoni have, in fact, been invited to take part in a competition in which they each 'dress' a window of the famous Florentine department store.

_ WP LAVORI IN CORSO

Always looking for new ideas and authentic brands, it is taking part in Pitti Uomo with three brands: **B.D. Baggies**, an historic 1919 American brand, famous for its shirts with a comfortable and lived-in appearance that are easy and fresh to wear like t-shirts; **Baracuta**, the English brand founded in Manchester in 1937, which returns to its roots with its iconic G9 Harrington jacket, known for its unmistakable Fraser Tartan lining; **Filson**, the American brand from 1897, a leading producer of indispensable items for outdoor enthusiasts, jackets and coats, knitwear, backpacks, accessories, bags and trousers for a SS season of comfort, protection and durability.

_ ECOALF

With the Lost Colors SS24 collection, dedicated to the Lake of Aral, the brand continues its commitment to saving water through the development of innovative materials. Situated between Kazakhstan and Uzbeki-



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stan, Aral was the fourth largest lake on the planet, but today it has become a desert as a result of cotton cultivation. The new Ecoalf collection demonstrates that it is possible to create fashion while saving natural resources: Ecoalf T-shirts and sweatshirts are, in fact, made with 100% recycled cotton from post-consumption waste that reduce the water imprint by 98%. Moreover, the garments have neutral colors that recall the earth and are piece-dyed to avoid wasting fabric and return clean water to the eco-systems. *Because There Is No Planet B®*

_ NAPAPIJRI

With a selection of iconic pieces that testify to the brand's heritage of innovation, functionality, and style, Napapijri will offer visitors to Pitti Uomo a journey through time to glance toward the future and new challenges. At the brand's booth at the Gravel Pavilion, Napapijri will also present a special installation curated by Moreno Ferrari.

_ SUNSPEL

The English brand will be illustrating its collaboration with Nigel Cabourn in Futuro Maschile.

_ RAINS

The Danish brand specialized in outerwear for the rain will be bringing an artistic installation which is evocative of the collection and the brand's philosophy to Pitti Uomo.

_ SEIDENSTICKER presents the new line in collaboration with Julian Daynov at Pitti Uomo.

_ ROY ROGER'S

At this edition of Pitti Uomo, Roy Roger's – the top Italian denim brand – will present the collaboration with Dave's NY, the preeminent American workwear store which, over the years, has become a style icon even for new generations. It is precisely the world of workwear that unites the two brands to give life to a collection with a well-defined character that proposes 3 essential pieces, stone washed denim, jacquard and tie-dyed work pants, work jackets and short work jackets.

_ GIUSEPPE ZANOTTI

Giuseppe Zanotti returns to Pitti Uomo to celebrate 15 years of the Men's collection and, for the occasion, will be presenting a selection of evening footwear, a true triumph of craftsmanship, to mark the return of formal elegance. The undisputed protagonists are the iconic tuxedo-loafers with their exclusive design, in valuable materials and adorned with crystals.

_ SCOTCH & SODA

The historic Dutch brand, founded in Amsterdam in 1985, returns to Pitti Uomo to present its SS24 collection. The outfits will celebrate the brand's return to its roots and unique vision of style, made of quality, creativity, and innovation.

_ CYCLE

At Pitti Uomo the iconic luxury jeans brand presents a capsule collection in collaboration with the artist Sexs Dreams, who will be at the fair to tag and personalize a selection of denim.

The special participation of the Balloon Museum: the unprecedented Hyperstellar installation at the Fortezza linked to the collab with Husky

The participations at this edition also include the Balloon Museum, devised and produced by Lux Eventi, dedicated to inflatable art and winner of the best format in the world in 2022 - over 2 million visitors in 12 months – with site-specific works in which the spectator is placed at the center of the experience. At Pitti, the artistic collective Hyperstudio will realize the unprecedented Hyperstellar installation, the revisitation of a universe in which the public will be surrounded by an infinite space and led to the culmination of a unique show of lights, sounds and wonders. The presence of this work is linked to the collab that the Balloon Museum is launching with the Husky brand, which will be presenting a "12 month Jacket" created with special ultralight feathers at the innovative exhibition. The weight of the @HuskyBalloon jacket will be so low that it can be suspended in the air when displayed in a big balloon.

Projects making their international debut:

_ DO™



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The Futuro Maschile section hosts the debut of DO™, the brand founded in Florence by designer Domenico Orefice and supported by Polimoda. DO™ is a dual universe in which the tangible and virtual coexist, clothing and accessories together with metaverse and 3D. The Hybridverse Bunker Experience, the brand's new site, will be a regular experience of exploration and virtual and immersive purchasing. The actual collection is a hybrid dimension where sportswear and innovation, tailoring and craftsmanship intersect and contaminate each other without limits in a celebration of *Made in Italy*.

_ ROVI LUCCA

Inspired by the gardens of the villas of Lucca and Tuscan savoir faire, Rovi Lucca is the luxury brand that "cultivates" the relationship with the natural world by elevating the concept of work clothing, translating it into a sophisticated and effortless style for gardening lovers. Rovi Lucca is the result of the collaboration between the Italian designer Fabrizio Taliani, previously the head designer at Zegna, and the Australian artistic director Bradley Seymour, previously the creative director of *Marie Claire* and *Esquire Italia* magazines. Rovi Lucca will present the SS24 collection inside the Futuro Maschile section at Pitti Uomo.

The NEW NAMES and returns at Pitti Uomo include:

Abtany, Aeroclub, Arena, Barker England, Benibeca, Bernard Zins, Bluemint, Bombers Original, Buffalo, Cahu Paris, Carl Gross, Castaner, Ccs X Carhartt, Detroit Denim Co., Do™, Domestique, Dorick Marcel, Drykorn, Failsworth Hats, Farmacia SS. Annunziata dal 1561, Giabsarchivio, Gusari Ltd, Hikerdelic, Homecore, Ipanema, Isaora, J∞QUALITY, Kardo, Kings of Indigo, L.B.M. 1911, La Portegna, Le Glazik, Le Temps Des Cerises, Liverano & Liverano Atelier, Lords&Fools, Majestic Filatures Paris, Messyweekend, Napapijri, Rains, Reef, Resolute, Rossi, Rovi Lucca, Seidensticker, Siviglia, Snow Peak, Sp By Sai Parasuco, Samuel Gassmann Paris, Sun68 Beach, Sunspel, Svevo, Toms, Topologie, Uyn, Vetra, Vuscichè, Yvonne S, Wienerblut, Giuseppe Zanotti, and Zoo York.

The international collaborations at the Fortezza da Basso

The chapter of international collaborations at Pitti Uomo has been expanded and, at this edition, will be bringing made in USA brands and a selection of Chinese designers to the Fortezza. The presence of **Scandinavian Manifesto** and **J Quality** is confirmed.

_ SCANDINAVIAN MANIFESTO

The most innovative Nordic fashion scene has been showcased at Pitti Uomo for several editions in the **Scandinavian Manifesto** exhibition project, one of Pitti Immagine's principal and most consolidated international collaborations. Once again, at this edition, there will be a new selection of brands, the result of the partnership between Pitti Uomo and Revolver Copenhagen, the key fair platform for Scandinavian fashion brands which has now been brought together as CIFF with the name of **Ciff x Revolver**. At the Costruzioni Lorenese, the brands already confirmed include: **Another Aspect, Berner Khül, Les Deux, forêt, Norse Projects, Rue de Tokyo, Won Hundred** and, making its absolute debut, **Past Tense Studio**, the new brand that the creative director of Norse Projects has chosen to launch at Pitti Uomo 104.

_ J QUALITY

The J QUALITY FACTORY BRAND PROJECT, the project that brings together five J QUALITY certified Japanese manufacturers returns to Pitti Uomo in a space inside Futuro Maschile to present the excellences of Japanese craftsmanship. At this edition, the design director of the project will be **Masato Koyama of the Heugn brand**. Another protagonist will be the second season of the "*New Chapter of Italia X Japan. AMC produced in Japan*" project launched by **Hirofumi Kurino (HUMANOS)**, which involves the collaboration of two Japanese manufacturing companies involved in making a capsule collection by Italian designer **Aldo Maria Camillo**.

_ DETROITISSIMI

Made in Detroit creativity, between street art, fashion, and design

Pitti Uomo 104 will mark the debut of the *Detroitissimi* special project that will bring a collective of six brands, based in Detroit, Michigan – an important clothing and accessories manufacturing hub - to the Costruzioni Lorenese. A showcase which is able to express the best of Made in Detroit creativity: from handmade denim to accessories, to tailored lines to sustainable streetwear – presented by the College for Creative Studies (Ccs), a top-level institution that plays a key role in the educational and cultural sphere in the community of Detroit. The exhibition area will also be created by a Michigan firm – Octane Design, and animated by graffiti artist Mike Han who will bring Detroit's street art to the Fortezza with a live performance. Part of the De-



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troitissimi project will also be the **Ccs x Carhartt** collaboration that underlines the link between the big American brands and the College for Creative Studies (Ccs).

The protagonist brands are:

B.May Bags, Boswell, Detroit Denim, Deviate, and K.Walker Collective.

_ CONSINEE

At Pitti Uomo the Chinese company Consinee, a key player in the world of international yarn manufacturing with its high quality and completely sustainable production, is presenting a special project curated by Labelhood, fashion incubator and one of the most innovative retailers in China. The capsule collections of a selection of cutting-edge designers realized using Consinee's sustainable yarns will be showcased in the Fortezza – including **PONDER.ER** and **NULLUS** from China and Italy's **Luca Larenza**.

At the Fortezza in collaboration with Pitti Immagine:

_ HISTORES at Pitti Uomo 104

The association that groups together around 45 Italian multi-brand stores, returns to the Fortezza da Basso with a space dedicated to the new course of Hindustrie, the association's private label. After the excellent response of the associated stores, the Histores house's brand is enhancing its initial offering through a re-branding operation, ranging from new models of knitwear to trousers, in order to expand and define the Histores men's wardrobe. "Hindustrie was born out of the desires, demands and experiences of the Histores stores: we are satisfied and excited about this important step on our brand's journey and with the current new collaboration". Marco Inzerillo, President Histores. During Pitti the shareholders' meeting will be held with the presentation of the new capsule collections, and a special cocktail-event in collaboration with Pitti.

_ The collaboration with THE BEST SHOPS -CAMERA BUYER Italia

At this edition of Pitti Uomo Pitti Immagine's consolidated collaboration also continues with Camera Buyer Italia, the association that unites and represents the best luxury multi-brand stores in Italy in order to offer members a series of welcome to the Fortezza da Basso services during their visit to the fair. .

_ NAPOLI DENTRO, NAPOLI ADDOSSO

On Wednesday 14 June at 4.00 p.m., in the UniCredit Theatre, Le Mani di Napoli – the association that brings together craft maestros from the made in Naples fashion production chain - will be proposing a meeting with dual content for the press, enthusiasts and members of the trade. In the first part the president, Giancarlo Maresca, will sum up the essence of Neapolitan style. He will be followed by the vice president, Damiano Annunziato who will present the salient points of the revolutionary *Disciplinare della Sartoria Neapolitana* (Neapolitan Tailoring Rulebook), in which the association will summarize the processes which have to be complied with in order to be able to talk about a Neapolitan suit.

The Publishing Group participations include:

_ The exhibition "AFTER THE CRACK UP. IL SALE DELLA VITA. ESQUIRE FA 180"

To mark ninety years of Esquire, the publication is presenting the 180 project: not just looking back at the ninety years that have passed but, above all, at the next 90 - 180 degrees – to open up the line of vision on the horizon. At this edition of Pitti Uomo the magazine will start with an exhibition distributed over three floors of the Main Pavilion, inspired by "The Crack Up", a classic piece written by Francis Scott Fitzgerald for *Esquire* in 1936 investigating the changes in male identity and passions in the 21st century.

And among the events at the Fortezza:

A series of book presentations at the UniCredit Theatre:

_ ***Il design del tessuto italiano. Dal decò al contemporaneo. Il tessuto stampato***, published by Marsilio Arte (Wednesday 14 June, 11.00 a.m.);

_ ***Atlante delle imprese culturali e creative in Italia 2023***, published by Treccani (Thursday 15 June, 10.00 a.m.);

_ ***Liverano & Liverano*** (Thursday 15 June, 3.00 p.m.).

Around the city in the Pitti Uomo calendar

_ RINASCENTE FIRENZE "Be Florentine"



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Rinascente Firenze officially celebrates its revamped architecture, brand mix and internal fittings. It will do so with two days of events on the occasion of Pitti Uomo 104 entitled "Be Florentine", a celebration of typical Florentine cultural wealth and beauty. On Tuesday 13 June, at 9.00 a.m., the ToscaNino terrace on the 4th floor of Rinascente, will host the press conference launching the events and the store windows project realized in collaboration with Slowear. Also on Tuesday, Palazzo Vecchio and its magnificent "Salone dei 500" will open their doors exclusively to Rinascente for a dining experience in perfect Florentine style and a private live concert. On the following day, Wednesday 14 June, a light dinner and an exclusive party will energize the store in Piazza della Repubblica and the spectacular Purple Gallery, a 1000 sq. meter crystal gallery realized opposite the store for the occasion.

_ "Omaggio a Firenze". LUISA BECCARIA per CORRI LA VITA

Fashion and solidarity will be the protagonists of an exclusive event on **Tuesday 13 June**, at 6.00 p.m., for **the Luisa Beccaria catwalk show** in support of **CORRI LA VITA (RACE FOR LIFE) Onlus** charity projects for women with breast cancer: for the first time the **Frescobaldi garden** will welcome 300 selected guests who, with a generous donation, will watch the **"Omaggio a Firenze-Tribute to Florence"** runway show of the designer from Lombardy, thus contributing to supporting the initiatives of the Florentine charity for the prevention, early diagnosis and treatment of breast cancer. .

To book write to info@corrilavita.it by no later than Friday 9 June.

_ The UK FASHION AND TEXTILE ASSOCIATION cocktail party

On Tuesday 13 June, from 7.00 to 8.30 p.m., the UK Fashion and Textile Association will be organizing a reception with cocktails on the B-Roof of the Grand Hotel Baglioni.

_ STEFANO RICCI presents the book "THE BOOK"

On Wednesday 14 June, from 9.30 to 10.30 a.m., preview and presentation of the book "The Book" by Stefano Ricci.

_ The CENTRO DI FIRENZE PER LA MODA ITALIANA presents "Aperitivo con gli Chef"

On Wednesday 14 June, from 6.30 to 8.30 p.m. in the Cloister of the Santa Maria Novella Complex, the Centro di Firenze per la Moda Italiana extends an invitation to an **"Aperitivo con gli Chef. Itinerari di gusto tra moda e cultura-Aperitif with the chefs. Taste itineraries between fashion and culture"**, the protagonists of which will be a series of food and wine excellences from the region and a trio of starred chefs like Vito Mollica, Marco Stabile and Filippo Saporito.

_ US Polo Assn. presents LIVE AUTHENTICALLY

On Wednesday 14 June from 7.30 p.m., the LIVE AUTHENTICALLY cocktail party will be proposing a journey through fashion, art, sport and music in the Giardino Torrigiani.

_ DIGEL X SECRET GARDEN

On Wednesday 14 June, from 7.00 p.m. at Palazzo Ximenes, the German brand's dinner party for the launch of the new collection.

_ PINEIDER cocktails in the boutique

On Wednesday 14 June, from 5.30 to 8.30 p.m., cocktails at the Pineider boutique on Lungarno degli Acciaiuoli.

_ VALENTINO BOUTIQUE OPENING EVENT, the opening cocktail party of the new boutique of the Maison Valentino in Florence in Piazza della Signoria 13, Wednesday 14 June from 6 to 8 p.m.

_ LUISAVIAROMA presents "Runway Icons

LuisaViaRoma, in collaboration with *British Vogue* and Edward Enninful, presents "Runway Icons", a multi-brand catwalk show which will take place in Florence on 14 June 2023 at Piazzale Michelangelo. "Runway Icons" will illustrate the evolution of fashion over the decades, establishing a visual dialogue between past, present and future. The show will present looks by over 50 international brands which will bring outfits that are a symbol of their heritage as well as their contemporary DNA to the runway together with a selection of capsule collections created exclusively for LuisaViaRoma.

The initiatives by fashion schools in the city



POLIMODA

Graduation Show. On 15 June, Polimoda will present its annual final catwalk show with the collections of the school's best talents: a window onto the creativity and artistic vision of a new generation of fashion designers from all over the world.

THreSH(h)öld. From 14 to 18 June (opening by invitation on 13) at the Manifattura Tabacchi, the students on the Polimoda course in Fashion Art Direction will present the exhibition *THreSH(h)öld - a point of beginning*, a collection of installations on the border between visual arts and fashion. The students' proposals aim to transform the spaces dedicated to retail into a transformative cultural experience.

ISTITUTO MARANGONI FLORENCE

Я3•SET

On the borderline between reality and digital, the Istituto Marangoni Firenze will present the projects of the Best Fashion Designers 2023 in a show – **Tuesday 13 June**, at 5.30 p.m., at the Istituto di Scienze Militari Aeronautiche (Viale dell'Aeronautica, 14 – Florence) – which surpasses the classic rules of the catwalk show to illustrate the potential of new technologies applied to fashion.

THE ALCHEMIST OF FASHION. UNVEILING THE FORMULA OF GIANFRANCO FERRÉ

The WP Store (Via della Vigna Nuova, 75/R), **Monday 12 June at 6.00 p.m.** will inaugurate a retrospective dedicated to the iconic architect and fashion designer, Gianfranco Ferré. The exhibition will offer a summary of iconic garments and original objects from the WP Archive curated by the students on the Master's course in Art Management and Curating Art and Fashion of the Istituto Marangoni Firenze.

IED Istituto Europeo del Design

England's Lucy Orta is the artist invited by IED to guide and mentor the group of students selected from all the Group's schools in Italy, Spain and Brazil in their work on devising and creating a big installation entitled "**transitions**", which will be presented on 14 June in the Salone Brunelleschi of the Istituto degli Innocenti, on the occasion of Pitti Uomo 104.

News worth mentioning:

The collaboration with Isetan Tokyo

All EXHIBITION @ isetan shinjuku mens 20 anniversario

The return of Pitti Immagine's collaboration with Isetan, Japan's reference fashion department store. From 20 September to 3 October, the Isetan Shinjuku Men's building will host the special exhibition "ALL EXHIBITION", dedicated to 20 years of the famous Tokyo store and, for the occasion also a special installation dedicated to Pitti Uomo.

PITTI CONNECT

In parallel with the physical fair, Pitti Immagine will continue to valorize the exhibitors' proposals, new ideas and special initiatives on the global PITTI CONNECT platform.

On uomo.pittimmagine.com

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