



UniCredit is confirmed as Pitti Imagine's Main Partner

The bank renews the three-year sponsorship agreement and commitment to supporting the development of territories and *Made in Italy* excellence

UniCredit is confirmed as the Main partner of Pitti Imagine. In fact, the collaboration agreement between the bank and the leading company in the promotion of the industry and design of Italian fashion has been renewed for the three-year period 2023-2025.

"The renewal of this partnership" says **Annalisa Areni**, Head of UniCredit Client Strategies, "confirms our commitment to supporting the Fashion industry and, more in general, the national production fabric. We are enthusiastic about continuing the collaboration with Pitti, contributing to keeping the spotlight on one of the leading sectors of *Made in Italy* with which we intend to continue to act as an active interlocutor in terms of innovation, sustainability and internationalization. These are topics in which we can make a difference by drawing on the professionalism and know-how of our network in order to concretely support Italian businesses in their relevant ecological and digital transition journeys. For us, this means making our actions tangible, actively pursuing our pivotal objective: to supply communities with levers for progress".

"We have worked very hard and with great dedication with Unicredit over the past three years" says **Raffaello Napoleone**, CEO of Pitti Imagine "and we are happy to continue and that what we feel to be a true partnership has been renewed until 2025. The experience we have had in such a difficult and unprecedented context will help us to realize even better projects, not just for us who have signed the agreement but, above all, for the *Made in Italy* companies we represent and assist with our respective events and services. In particular, that broad fabric of industrial and craft businesses that have the qualities for making a decisive leap of an international dimension – or that are involved in consolidating their competitive positioning – and that require all the resources available for managing the processes of transition towards sustainability and digitalization. Themes that presuppose a reliable and widespread program of high-level training activities for new generations which UniCredit and our Group are similarly committed to supporting. In the name of president De Matteis, I would like to thank the management of UniCredit for renewing their demonstration of confidence and I would also like to thank the president of the Centro di Firenze per la Moda Italiana, Antonella Mansi, for her personal contribution to achieving this objective."

The renewal of UniCredit's sponsorship of Pitti Imagine, coherently with the UniCredit plan for Italy with which the Bank intends to contribute to the sustainable growth and development of the country system, again sees the banking Group in the role of active Main partner, on the front line, offering its expertise and support to one of the key sectors of the Italian economy.

In fact, the synergy between UniCredit and Pitti Imagine envisages a path of collaboration for accompanying sector businesses through the challenges of sustainability and internationalization and enriching the training paths launched by Pitti with the fashion schools, valorizing the growth process of young talents.

The first rendezvous for the new synergy between UniCredit and Pitti Imagine will be **Pitti Uomo 105**, to be held from 9 to 12 January at the Fortezza da Basso in Florence. As part of the collaboration with Pitti, during the four days of the fair, the **UniCredit Theatre** at the Fortezza da Basso will be hosting various moments of encounter and conversation about fashion, innovation, economy, sustainability and lifestyle.