



# PITTI IMMAGINE UOMO

**PITTI UOMO 105**  
**Florence, Fortezza da Basso**  
**9-12 January 2024**

**Florence is once again the capital of men's fashion and lifestyles.  
The main actors of the international fashion scene are on the way**

**832 brands, 46% of which from abroad,  
ready to present their new winter collections**

**Guest designers Steven Stockey- Daley and Luca Magliano, the protagonists of two  
catwalk show-events**

**The international collaborations include the launch of NEUDEUTSCH, a project  
about new-wave German fashion design**

**Plus, debuts, presentations and events  
in the Fortezza and around the city**

**PITTITIME is the theme for this edition!**

The winter edition of Pitti Uomo, the 105<sup>th</sup>, will be held at the Fortezza da Basso in Florence from 9 to 12 January 2024. In the current international context, the event stands as an essential point of reference for designers, buyers and press. Not only a prominent showcase for the next Fall/Winter collections, but also a setting that, at every edition, mirrors the latest trends, creativity and new demands of our society. In this regard, the choice of Luca Magliano and Steven Stockey-Daley as the Guest designers is emblematic: two young creatives - already featured early in their careers in Pitti Uomo special events dedicated to emerging talent, respectively Who's On Next in 2017 and S|Style in 2021 - who will bring to the Fortezza lots of inspiring ideas, in addition to the spectacle of their fashion. Attendance-wise, the number of exhibitors continues to grow thanks to the return of some important key brands. In January Pitti Uomo will be presenting the collections of **832 brands, 46% of which are from abroad**. All the various facets of the Pitti Uomo format are confirmed, with a layout that turns the spotlight on the individual sections, with special focuses on vintage and the world of pets, as well as an expansion of the international collaborations with the launch of NEUDEUTSCH, a special project on new-wave German fashion design.

"Pitti Uomo is, to all effects and purposes, an unmissable opportunity for comparing notes, which makes Florence a leader city in the fashion salon sector", **comments Raffaello Napoleone, CEO of Pitti Immagine**. "From our special observatory we perceive our brands' desire to be present in Florence to be seen and to meet up with international clients. On this front, we are confident in widespread participation from foreign buyers. In a unique and spectacular setting that brings together all the key players from the international fashion scene, Pitti Uomo provides a one-of-a-kind overview of the new collections and the opportunity to gain valuable feedback on market trends and major creative scenes. The Pitti team's scouting work has been thorough, and, as always, we believe the Florentine setting will add further value to the special projects on the calendar».

## **The ITALIAN GOVERNMENT and the ICE AGENCY support Pitti Uomo and the winter editions of the fairs**

The Italian Government and the ICE - Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies promote Florence's role in Italian fashion's internationalization strategy by supporting the 2024 Pitti Immagine fairs. An essential contribution to the program of incoming delegations of top foreign members of the trade, the promotion and special events.

"Thanks to this collaboration," **says Agostino Poletto, General Manager of Pitti Immagine**, "we can invest valuable resources in inviting buyers from emerging markets, both those we identify as potential



new clients for high-quality Made in Italy products, and those who are already becoming important for our national exhibitors. For this activity, we have worked with the staff of ICE Agency offices abroad, always finding expertise and in-depth knowledge of the respective distribution and consumption contexts, crucial elements for serious planning."

## **UniCredit confirmed as Main Partner of Pitti Immagine**

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

The collaboration agreement for the three years 2023-2025 between UniCredit and Pitti Immagine has been renewed, with the banking group continuing its role as the Main Partner, actively offering its expertise and support to one of the key sectors of the Italian economy.

"We have worked together with Unicredit with commitment and dedication over the past three years," **says Raffaello Napoleone, CEO of Pitti Immagine**, "and we are pleased that this will continue by renewing this partnership until 2025, which we regard as a true alliance. The experience gained in such a difficult and unprecedented context will help us to deliver even better projects, not only for us who signed the agreement but especially for the Made in Italy companies we represent and support with our respective events and services."

"The renewal of this partnership," **states Annalisa Areni, Head of Client Strategies at UniCredit**, "confirms our commitment to supporting the Fashion sector and, more broadly, the entire national production system. We are thrilled to continue the collaboration with Pitti, contributing to keeping the spotlight on one of the flagship sectors of Made in Italy, for which we intend to continue to act as an active interlocutor in terms of innovation, sustainability, and internationalization."

*(see attached press release)*

## **The Buyers**

The buyers from the most important international department stores, experimental shops and boutiques and the online retailers who have confirmed their attendance include names like:

**10 Corso Como** (South Korea), **14 Oz.** (Germany), **Abseits** (Germany), **Aditya Birla** (India), **Al Tayer** (United Arab Emirates), **Alan Bilzerian** (United States), **Antonioli** (Italy), **Assemble by Real** (China), **Auzmendi** (Spain), **B1lock** (Cina), **Barneys Japan** (Japan), **Base Blu** (Italy), **Beaker** (South Korea), **Beams** (Japan), **Bergdorf & Goodman** (United States), **Bernardelli** (Italy), **Beymen** (Turkey), **Biffi** (Italy), **Bindesbøl** (Denmark), **Bloomingdale's** (United States), **Boston Trader** (Holland), **Boys** (United States), **Breuninger** (Germany), **Brown Thomas** (United Kingdom), **Browns** (United Kingdom), **Brunschwig** (Switzerland), **Bungalow** (Germany), **CNTRBND** (Canada), **Cramer** (Germany), **Dantendorfer** (Austria), **DFS - La Samaritaine** (France), **Dover Street Market Ginza** (Japan), **Element** (China), **End Clothing** (United Kingdom), **ENG** (China), **Engelhorn** (Germany), **Fashion Club 70** (Belgium), **Felloni** (Italy), **Franz Kraler** (Italy), **Galleries Lafayette** (France), **Galleries Lafayette Doha** (Qatar), **Galleries Lafayette Beijing** (China), **Giulio Fashion** (United Kingdom), **Globus** (Switzerland), **Gore** (Spain), **H Lorenzo** (United States), **Hankyu Hashin** (Japan), **Harrods** (United Kingdom), **Harrolds** (Australia), **Harry Rosen** (Canada), **Harvey Nichols** (United Kingdom), **Harvey Nichols** (Qatar), **Harvey Nichols Doha** (Qatar), **Helmut Eder** (Germany), **Highsnobiety** (Germany), **Hirmer** (Germany), **Holt Renfrew** (Canada), **Hypebeast** (United Kingdom), **I am Shop** (South Korea), **Illum** (Denmark), **Isetan Mitsukoshi** (Japan), **Itochu** (Japan), **Jus** (Sweden), **Kadewe** (Germany), **La Garçonne** (United States), **La Maison Degand** (Belgium), **La Maison Simons** (Canada), **Lane Crawford** (Hong Kong – China), **Le Bon Marché** (France), **Le Form** (Russia), **Le Gray** (Saudi Arabia), **Level Shoes** (United Arab Emirates), **Lodenfrey** (Germany), **Luisaviaroma** (Italy), **Lukse** (Russia), **Martinpatrick 3** (United States), **Marubeni** (Japan), **Matches** (United Kingdom), **Michele Inzerillo** (Italy), **Mitchell of Westport** (United States), **Mitsui** (Japan), **Moda 404** (United States), **Modes** (Italy), **Moon** (Switzerland), **My Theresa** (Germany), **Neiman Marcus** (United States), **Neom** (Saudi Arabia), **Nino Alvarez** (Spain), **NK Herrekipering** (Sweden), **Nitty Gritty** (Sweden), **Nordstrom** (United States), **Norse** (Denmark), **Notre** (United States), **Nugnes 1920** (Italy), **One Block Down** (Italy), **Onward Kashiya** (Japan), **Opener** (South Korea), **Papenbreer** (Germany), **Peek & Cloppenburg** (Germany), **Peggs & Sons** (United Kingdom), **Printemps** (France), **Réel** (China), **Rinascente** (Italy), **Road Sign** (Taiwan), **Rubaiyat** (Saudi Arabia), **Saks Fifth Avenue** (United States), **Selfridges** (United Kingdom), **Ships** (Japan), **Silver Deer** (Mexico), **Skp** (China), **Smets** (Luxembourg), **SND** (China), **SNS** (Sweden), **Takashimaya** (Japan), **Tessabit** (Italy), **The Business** (United Kingdom), **The Corner 106** (Russia), **Tom Greyhound** (South Korea), **Trends**



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(Taiwan), **Troelstrup** (Denmark), **Trunk Clothiers** (United Kingdom), **Tsum** (Russia), **United Arrows** (Japan), **Vitkac** (Poland), **VMC** (Switzerland), **Voo store** (Germany), **Wako** (Japan), **Workout** (South Korea).

## **PittiTime:**

### **the new theme of the Pitti Imagine winter fairs**

Perceived, recognized, real, virtual, fleeting, unconquerable: time does not flow in a uniform way, from the past towards the future, precisely measured by clocks. **It accelerates, decelerates, searches for a rhythm. A bit like fashion.** That's why **PittiTime** is the theme that will characterize the Pitti Imagine winter fairs and the new Pitti Uomo adv campaign directed by Leonardo Corallini and coordinated by the creative director Angelo Figus.

“Pitti Uomo is very similar to a time frame; it punctually arrives every season to propose, present, compare, anticipate, change», comments **Agostino Poletto, General Manager of Pitti Imagine.**

«And fashion also reflects on time, accelerating the collections in syncopated sequences of capsules, becoming stabilized in a timeless ambient, defining the quiet luxury of garments that remain, in the ongoing search for an identifying heritage as a sign of continuity. An incessant journey back and forth through quotations and references that it seemed impossible would ever return, in a climate that cancels out seasons and changes the reference points”.

*(see attached press release)*

## **The protagonist brands**

**832 brands in total**

**386** of which from abroad (**46%** of the total)

*All the brands participating in Pitti Uomo 105 at the Fortezza da Basso are also showcasing their collections on the Pitti Connect digital platform.*

## **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 Fall/Winter 2024-2025 collections: from the classical to the informal, passing through the world of research. The presence of the special areas dedicated to pets and vintage is confirmed.

## **FANTASTIC CLASSIC**

The most innovative and contemporary evolution of classic looks. The **Ground** and **Lower Floors** of the **Central Pavilion**, **Salone M**, **Sala Alfa**, **Rondino** and the **Costruzioni Lorenesi** host a selection of iconic Made in Italy brands and the highest expressions of international tailoring. It is a journey where the lines and codes of the classic wardrobe are updated through an innovative vision of the outfit, aligning models and combinations with modern needs and aspirations.

### **The brands at FANTASTIC CLASSIC include:**

**Alessandro Gherardi, AT.P.CO, Barmas, Borsalino, Brett Johnson, Briglia 1949, Brunello Cucinelli, Caruso, Crockett & Jones, Cruciani, Cruna, Doriani Cashmere, Doucal's, Dressler, Edward Green, Fedeli, Gabriele Pasini, GMS75, Gran Sasso, Grenfell, Guglielminotti, Head Sportswear, Herno, Hettabretz, Incotex Blue Division, Johnstons of Elgin, Kired, L'Impermeabile, L.B.M. 1911, Loake, Manuel Ritz, Tateossian London, Tatra, TMB, Paoloni, Paul & Shark, People of Shibuya, Piacenza 1733, Piquadro, Roy Robson, Roy Roger's, Sand Menswear, Seraphin, Siviglia, Stefano Ricci, Stenströms, Stile Latino, Studio Seidensticker, Tatra, Xacus, Windsor.**

## **FUTURO MASCHILE**

Futuro Maschile, always one of the most widely attended sections of Pitti Uomo, presents its 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 accessories to luxury knitwear – for a section that reinvents itself at each edition to showcase the effortless looks of informed and cutting-edge menswear.

### **The brands at FUTURO MASCHILE include:**



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04651/, ANT45, Arma, Avant Toi, Borntostandout, Buttero, Cahu Paris, Coltesse, Cutler and Gross, De Bonne Facture, East Harbour Surplus, Faliero Sarti, Felisi, G.R.P., Hannes Roether, Hestra, Homecore, Ian Hylton, Ikiji, Inis Meain Ireland, Isabel Benenato, Jacques Solovière Paris, John Smedley, Lodenfrey, Ma' Ry' Ya, McGeorge of Scotland, Paltò, Parabout, Pierre Louis Mascia, Roberto Collina, Ron Dorff, Rovi Lucca, Salvatore Santoro, Sunspel, Tela Genova, Toga Virilis, Transit, Tricker's, Yves Salomon.

## **DYNAMIC ATTITUDE**

A passion for a dynamic lifestyle is the starting point for those who wear the collections shown at Dynamic Attitude, protagonists at the **Cavaniglia Pavilion, Armeria, Fureria, Magazzini 07** and in a series of **independent spaces** at the Monumental Area, Ghiaia Pavilion and Costruzioni Lorenesi. These are symbolic brands, capable of blending absolutely contemporary sport-and-streetwear clothing in their collections. Freedom and comfort are the dictates, but they develop into elegant design, contaminated by vintage while being innovative and energetic with a tech spirit.

### **The brands at DYNAMIC ATTITUDE include:**

**American College Usa, Anerkjendt, Barbour, Ben Sherman, Bikkembergs, Blundstone, Bob, Bombers Original, Brandblack, Buffalo Boots, Bulk, Canadian, Cariuma, Cat Wwr. Caterpillar, Ciesse Piumini, Cycle, D1 Milano, Dekker, Denham, Drykorn, Duno, East Pacific Trade, Eastpak, Ecoalf, Ellesse Emu Australia, Faguo, Fat Moose, Fila, Filson, Flufié, Gabba, Goldgarn Denim, Goorin Bros., Got Bag, G-Star Raw, Guess Jeans, Hèskimo, Hey Dude, Invicta, Jansport, Keeling Keh-Noo, KNT Kiton New Textures, Krakatau, Lefrik, Lyle & Scott, Marshall Artist, Mc2 Saint Barth, Moose Knuckles, Mou, Mwm Mod Wave Movement, Penfield, Replumé, Rodd & Gunn New Zealand, Saucony, Scotch&Soda, Sun68, Sweet Pants, Woolrich.**

## **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:**

**Album Paris, Amaranto, American Vintage, Armor Lux, Astorflex, Atalasport, Barbour Flower Mountain, Bask in the Sun, Bailey 1922, Blue de Gênes, Boltey, Brightway, Captain Santors, Catch Ball, Cloth and Cut, C.O.F. studio, Coopettebros, Croots England, Eribé, Flower Mountain, Gallia Knit project, Gitman Bros. Est 1978, Goldwin, Hankalex, Harris Wharf London, Kappy Design, Kardo, Lagomoro, La Paz, Loreak Mendian, Manifattura Ceccarelli, Nanamica, National Standard, Numero Uno, Only the Blind, Onthebund/NØRGUYS, Patchouli by Claudio Cutuli, Public Serv-ce, Regal, Resolute, Samsøe Samsøe, Sanders, Sandmanncraft, Seven Gauge, Shangri-La Heritage, The Quartermaster, The Shoe of Life by H.Katsukawa, Valette Studio, WANT Les Essentiels, Wehve, Wundercamera Wardrobe.**

## **I GO OUT**

A new lifestyle perspective where a passion for the outdoors and nature-related sports meets the most advanced stylistic research. 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.

### **Here are the brands showing in I GO OUT:**

**Allied Feather+Down, Again, Albaoptics, Berghaus, Càpe Concept, Cotopaxi, Coxmoore, Craft, Danner, Elliker, Everyday Mountaineering, Hikerdelic, Isaora, Jack Wolfskin, Keen, Le Soulor 1925, Minnessak, Monofoo, Norda, Optimistic Runners, Quartz Co, Sandqvist, Scandinavian Edition, Snow Peak, Teva, True Tribe, Yogi Footwear.**

## **The special focuses**





## **PITTIPETS**

The fashion side of the pet world has now become one of the most appreciated features at the Fortezza, as well as a market segment that is rapidly expanding. The exclusive space dedicated to accessories and lifestyle proposals for animal friends — with a layout designed by Ilaria Marelli, an architect and designer who has created renowned spaces for international lifestyle brands — spotlights a selection of brands that are revolutionizing the pet world with their offerings of clothing, accessories, animal care products, objects, and home furnishings. In addition, on Wednesday January 10 (at 11.30am) the PittiPets space is staging a special beastly cocktail for buyers and press.

**Among the brands at PITTIPETS: 2.8 Duepuntootto, Bullophilosophy, Faliero Sarti For Pets, I Love My Dog, Labilla, Lollipet, Mastrodoro, My Family, Ugo, United Pets, and the special participation of Poltrona Frau.**

## **VINTAGE HUB Circular Fashion**

VINTAGE HUB Circular Fashion returns. This is the project launched during the last edition and curated by Angelo Caroli, the soul behind A.N.G.E.L.O. Vintage Palace, with the aim of promoting a contemporary approach to the world of vintage. The First Floor of the Arsenale, within the special setup by Antonio Mastrorocco, presents proposals from companies operating and offering services in the world of second-hand and upcycling, spanning fashion and design with a focus that ties together sustainability and business. The project is particularly aimed at stores increasingly interested in hosting second-hand corners and vintage furnishings. This edition will also host "**ordinarily extraordinary**", the special project/installation curated by Maurizio Donadi, one of the fathers of upcycling, which presents five looks each day obtained by combining different styles: a creative ensemble proposal built on the mix&match of garments from upcycling companies and vintage pieces and fabrics.

**Among the companies: 2 Di Picche, AN CO RA, A.N.G.E.L.O., A.N.G.E.L.O. Rework, Antonio Mastrorocco One Off, Stefano Ghilardi Official, Velvet for Philosophers + Re-Jàvu Milano.**

## **Special Events at Pitti Uomo 105**

### **The Guest designers: Luca Magliano and Steven Stokey-Daley**

#### **Luca Magliano, Founder and Creative Director of Magliano**

The designer from Bologna, born in 1987, Luca Magliano is the driving spirit of the MAGLIANO brand, which debuted at Pitti Uomo in 2018 and was awarded with LVMH Karl Lagerfeld prize in 2023. Luca Magliano will stage a special event in Florence: an engaging fashion show at the Nelson Mandela Forum, scheduled on Wednesday January 10<sup>th</sup> at 7.00pm. Luca Magliano has an outstanding ability to design the cultural and social canons usually associated with Italian fashion in an original way. A central factor in this sense is his penchant for true teamwork," says *Lapo Cianchi, Pitti Immagine Director of Communications and Events.*

*(See the dedicated press release)*

#### **Steven Stokey-Daley, Founder and Creative Director of S.S. Daley**

Not even thirty years old yet already internationally esteemed, the Liverpoolian designer Steven Stokey-Daley will be bringing his 'Made in Britain' collection to Florence with a catwalk show-event on Thursday, January 11<sup>th</sup> at Palazzo Vecchio (Salone dei Cinquecento), in the characteristic style of his eponymous S.S. Daley brand, which was awarded the LVMH Prize for Young Designers in 2022.

"Steven Stokey-Daley transforms the British Upper Class into a Queer fashion fantasy. Despite his youth, Steven's project is characterized by an expressive maturity, an amused and eccentric reinterpretation of British Heritage, an indifference to gender stereotypes and a commitment to sustainability". - *Francesca Tacconi, Special Events Coordinator at Pitti Immagine.*

*(See the dedicated press release)*

#### **TODD SNYDER as Designer Showcase at Pitti Uomo 105**

Todd Snyder will be this edition's *Designer Showcase* with his eponymous brand. Already considered by industry insiders as one of the most influential American menswear designers of his generation, Todd Snyder will present the new collection in Florence, at the Stazione Leopolda, with a fashion show in his distinctive style on the fair's opening day, on January 9 at 5.00pm at the Stazione Leopolda.



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“Todd Snyder’s long-awaited return to the catwalk is one of the special events of our international men's fashion and lifestyle event. This project is also Pitti's recognition of a long and brilliant career, characterized by the ability to constantly renew itself in tune with the spirit of the time,” says *Raffaello Napoleone, CEO of Pitti Immagine.* (See the dedicated press release)

## **Among the special projects launching internationally at Pitti Uomo**

### **GUESS JEANS**

The iconic denim brand has chosen Pitti Uomo as a unique stage to launch the world premiere of the new GUESS JEANS line by Nicolai Marciano and a new marketing philosophy. This revolutionary and innovative project, championing sustainability and attention to the future, will be presented with a special installation at Fortezza da Basso and an event-exhibition at the Teatro del Maggio, scheduled on Tuesday, January 9th (from 6pm to 8 pm). The exhibition will be opened to the general public until January 12 (from 10am to 8pm).

### **TOD’S and AUTOMOBILI LAMBORGHINI**

Tod’s presents the first shoe collection born from the partnership with Automobili Lamborghini, with a special event on Wednesday, January 10 (from 5 to 8 PM) at Stazione Leopolda. The two Italian brands’ exclusive collaboration celebrates Italian craftsmanship and tradition as well as technological research and innovation: qualities that define the values of both companies.

## **And among the debuts at this edition:**

### **ACHILLES ION GABRIEL**

#### **Debut Collection @ Pitti Uomo 105**

At Pitti Uomo in an exclusive preview, Achilles Ion Gabriel, the young Finnish designer already honored with prestigious awards, will showcase the debut collection of his namesake brand, **Achilles Ion Gabriel**, on Thursday, January 11<sup>th</sup>, at 12.00pm at the Stazione Leopolda. Described by industry insiders as “the surrealist footwear designer behind Camper and Camperlab,” Achilles Ion Gabriel will present his FW 2024 collection through a cool and engaging runway show.

*(See the dedicated press release)*

### **Fashion Research and Culture**

#### **VELVET MI AMOR by Corinna and Stefano Chiassai**

Stefano and Corinna Chiassai, father and daughter, both designers, present a project-installation at the Fortezza da Basso entirely dedicated to velvet, an ancient fabric that over the centuries has transformed, acquiring - through new processes - ever more excellent performances. "VELVET MI AMOR" is also the title of a beautiful volume published by Dario Cimorelli Editore, accompanying a collection of garments where the two designers experiment with volume and photographic printing techniques on velvet. The official book presentation will take place at UniCredit Theatre on Wednesday, January 10<sup>th</sup> at 2.30 pm (Sala della Scherma, Fortezza da Basso) with the participation of Stefano and Corinna Chiassai; a tour of the installation at Spazio Carra will follow the presentation.

*(See the dedicated press release)*

### **PITTI Mags**

#### **The new project from Pitti Immagine focusing on independent and collectible magazines**

At Pitti Uomo 105, a special newsstand at the Sala delle Nazioni will feature a selection of over 100 magazines curated by Frab's Magazines. An authentic newsstand – entirely blue – showcasing the world's most beautiful independent magazines covering various topics: art, architecture, design, fashion, interiors, food, cosmetics, music, literature, technology, wellness, sports, outdoor activities, and lifestyle. A unique mix of ideas, perspectives, writing styles, graphic projects, and networks of collaborators that is unmatched in variety, mobility, and sensitivity. This makes these magazines highly coveted collectibles, sought after and must-haves.

*(See the dedicated press release)*

### **GREEN TALK: frontiers of sustainable fashion**



Wednesday 9 January, at 3.30pm, the UniCredit Theatre (Sala della Scherma) hosts **GREEN TALK: frontiers of sustainable fashion**, a special conversation that aims to take stock of a number of crucial aspects and perspectives of sustainability in fashion: how to produce a luxury product in a sustainable way, research on materials and innovative technologies, challenges and critical issues for an emerging brand entering the market, forms of support for tomorrow's talents, ESG programs of one of the most important players in the Italian financial system, how to practically implement a circular strategy. In conversation **Claudio Marenzi** (CEO Herno), **Christian Tubito** (Kering Mil Italia Director), **Martina Boero** (Founder Cavia) and **Patrizio Regis** (ESG Strategist UniCredit). Moderator **Giorgia Cantarini** (fashion journalist, curator of S|Style sustainable style).

The eighth edition of **S|STYLE sustainable style**, in collaboration with Kering Material Innovation Lab (Kering MIL) will take place next June at Pitti Immagine Uomo No. 106.

## **Highlights @ Pitti Uomo 105**

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

### **\_ WOOLRICH**

The iconic brand returns to Pitti Uomo to present the new collection and the latest from its world, with an independent space in the Central Square of the Fortezza.

### **\_ FAY ARCHIVE**

Fay Archive participates for the first time at Pitti Uomo, presenting its new collection and its inimitable workwear and outdoor attitude, with a special presentation at the Polveriera.

### **\_ WP LAVORI IN CORSO**

WP brings to Pitti Uomo the latest from brands **Barbour**, **Filson**, and **Blundstone**. **Barbour x Baracuta**: the two "English style" brands collaborate for the second time to create a capsule collection for Autumn-Winter 2024, combining Baracuta's One and Only Original Harrington Jacket, the famous G9, with the iconic style and distinctive details of Barbour. Additionally, the collaboration between **Barbour and Tokihito Yoshida** will be presented for a new take on wax jackets. **Filson** will showcase its classic evergreen bags, as well as thick wool blankets in rustic tones made in the USA, and outerwear such as the Mackinaw, the Vest, the Down Cruiser, and a sneak preview of the new Filson Woman line for the upcoming FW24 season. **Blundstone** will present, in addition to the Classic and Vegan models, the Heritage, the All Terrain, and the Active ranges.

### **\_ G-STAR RAW**

Denim meets design in the new project by G-STAR RAW, making a return to Pitti Uomo. The brand teams up with Marteen Baas, one of the most influential creative minds of the twenty-first century (his works are part of the collections at the MoMA in New York and the Musée des Arts Décoratifs in Paris). At Pitti Uomo, this collaboration will be unveiled through a series of artworks, created from denim waste and designed to amaze and provoke. It's a confirmation of G-STAR RAW's commitment to innovation and to respecting people and the planet. Because "there is no limit to what denim can do."

### **\_ BORSALINO**

The brand that has always been synonymous with iconic men's and women's hat designs, a symbol of timeless elegance, returns to Pitti Uomo.

### **\_ LYLE & SCOTT**

The historic English knitwear brand celebrates its 150 years of history and excellence, showcasing its proposals in an independent space at the Costruzioni Lorenesi.

### **\_ ECOALF**

The brand, which has been committed for over 15 years to making the fashion industry truly circular, presents a collection that captures the colors of nature during the colder months.

### **\_ ROY ROGER'S**



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The brand returns to the '80s, presenting the iconic 5-pocket jeans enriched with patches and stickers from its archive graphics. Strengthening the '80s imagery is the denim used, with a retro "salt and pepper" effect typical of that decade. The collaboration between Roy Roger's and Dave's NY continues, proposing iconic models from the workwear world - a true intersection between the two brands - in highly researched fabrics.

## **\_ BIKKEMBERGS**

Bikkembergs returns to Pitti Uomo with a space where it will preview the style and design of the new concept store planned for future monobrand openings. Additionally, on Wednesday, January 10, there will be a live performance showcasing the new FW24 collections across all brand categories, from apparel to footwear, including jewelry, underwear, textile accessories, bags, and leather goods. During Pitti Uomo, collections from a new partner will also be on display.

## **\_ DRYKORN**

The German contemporary fashion brand unveils its new collection of clothing and accessories, blending classic looks with elements that highlight uniqueness and sustainability.

## **\_ SNOWPEAK**

The Japanese camping brand, which promotes outdoor life as an antidote to stress, in addition to presenting its new products within the I GO OUT section, invites everyone to take a coffee break in an outdoor space within the Fortezza, in a setting that reflects its philosophy.

## **\_ REPLUMÉ**

In the Cortile del Cavaniglia, the brand synonymous with eco-sustainable down jackets returns with the special project "The Wounds of the Earth," which highlights the conditions of our Planet through an installation inspired by the Messner Mountain Museum, the museum created at Plan de Coronas by Zaha Hadid's studio.

### **And among the special participations throughout the city:**

## **\_ VITALE BARBERIS CANONICO and CARUSO**

On the occasion of its 360th anniversary, Vitale Barberis Canonico presents "The Saxon Club," a project that celebrates a unique material: Saxon Merino wool, the ancestor of modern Australian merino sheep, known for its exceptional quality and royal history. Presented in its pure form as flannel, available in 10 patterns inspired by the volumes of the company's historical archive, it represents 10 milestones in the centuries-old history of the woolen mill. This exclusive fabric is interpreted by **Caruso's** sartorial tradition and craftsmanship in a capsule collection featuring the iconic Aida jacket, and it will take center stage at a special event at the Eduardo Secci art gallery, scheduled for Wednesday, January 10 (from 6.00pm to 9.00pm).

### **The NEW NAMES and RETURNS at Pitti Uomo include:**

**Again, Aeterno Studio, Akman, Album Paris, Alpe Piano, Amaze, Antos, Barbour, Blue De Gènes, Boltey, Bonheur, Borsalino, Breda, Brightway, Brett Johnson, Channel Jumper, Cloth And Cut, Coltesse, Countrymade, Cutler and Gross, D1 Milano, Danner, Denham, Disario, Dynamic Gabba, Eckhaus Latta, Fat Moose, Fay Archive, GmbH, G-Star Raw, Gloverall, Guglielminotti, Guido Di Riccio, Hankalex, Helms, Ian Hylton, Inis Meain Ireland, Isabel Benenato, Jack Wolfskin, Kiefermann, Lagomoro, Lovat & Green, Mark Kenly Domino Tan, Marshall Artist, Maurizio Miri, McGeorge of Scotland, Minnessak, Monofoo, Numero Uno, Open Era, Ouest Paris, Paltò, Patchouli By Claudio Cutuli, Penfield, Reference, Regal, Replumé, Saucony, Shangri-La Heritage, Stefan Cooke, Subu, Sunhouse, The Shoe Of Life By H.Katsukawa, Toga Pulla, Toga Virilis, Valette Studio, Woolrich, Yves Salomon.**

### **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 to the Fortezza a special project from Germany. After the summer break, the leading Japanese





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leatherworking companies are returning, and the presence of two established projects, Scandinavian Manifesto and J∞Quality, has been confirmed.

## **New: NEUDEUTSCH**

Dedicated to new-wave German Design is NEUDEUTSCH, a project curated for Pitti Uomo by **Julian Daynov**, creative director and trend scout. A special showcase in the Sala delle Nazioni will present garments, design objects, and lifestyle proposals by 17 brands, bringing the atmosphere and creativity of the most contemporary German scene to the Fortezza. A special cocktail presentation for press and buyers is scheduled for Wednesday, January 10 at 12.00pm.

The brands: **Acceptance Letter Studio, Avenir, Budde, equality perfumes, FRNKOW, Haderlump, Hernán, International Citizen, j'ai mal à la tête, Marke, Muti, New Tendency, NOAM, OBS, Offt, Sarah Illenberger, Sebastian Herkner.** *(See the dedicated press release)*

## **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 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 Ciff x Revolver**, the key fair platform for Scandinavian fashion brands in Copenhagen. The protagonist brands already confirmed are: **Adnym, Annarr, Aveny, J. Lindeberg, Les Deux, Isnurh, Mark Kenly Domino Tan, Past Tense, Rue De Tokyo, The Original Playboy, Won Hundred.**

## **J∞QUALITY**

J∞QUALITY FACTORY BRAND PROJECT, the project that brings together 12 Japanese manufacturing companies certified as J∞QUALITY, returns to Pitti Uomo with a space on the Attic Floor of the Central Pavilion. For this edition, the presentation of Japanese craftsmanship excellence will be once again curated by Hirofumi Kurino (Humanos and senior advisor to United Arrows) and Masato Koyama, designer and founder of the HEUGN brand. Returning for the third season is the *"New Chapter of Italia X Japan. AMC produced in Japan"* project, also launched by Mr. Kurino, featuring the collaboration of two Japanese manufacturers involved in creating a capsule collection by Italian designer Aldo Maria Camillo.

## **JAPAN LEATHER SHOWROOM**

"Creativity, Sustainability and Craftsmanship" is the theme of the project, led by the Japanese Ministry of Economy, Trade and Industry (METI) and promoting sustainable production within the leather goods sector in Japan, that brings four leather accessories brands to Pitti Uomo. In the Sala delle Nazioni, within the Superstyling section, **Japan Leather Showroom** presents the most exciting and conscious Made in Japan craftsmanship names capable of combining design and sustainability.

The brands: **Brightway, Numero Uno, Regal Shoe&Co, The Shoe of Life by H.Katsukawa.**

## **CONSINEE X VITELLI**

Consinee Group Co., LTD, the leading Chinese group in the fine, certified, and sustainable yarns market, returns to Pitti Uomo 105 following its initial debut in June 2023. From January 9 to 12, Cashmere Trail, the special project and collaboration between Consinee and Vitelli, an Italian brand known for its experimental and responsible knitwear, led by founder and creative director Mauro Simionato, will be presented for the first time at the Fortezza da Basso. On the first floor of the Costruzioni Lorenese, an immersive layout introduces the capsule collection of 10 cashmere pieces, epitomizing Vitelli's pure style. These garments are crafted entirely from recycled yarn from Consinee's seasonal stock leftovers. *(See the dedicated press release)*

## **DETROITISSIMI**

After making its debut at the last edition, the Detroitissimi special project is growing and will be bringing a collective of brands based in Detroit, Michigan - an important clothing and accessories manufacturing hub - to the Costruzioni Lorenese. The number of protagonist entities and brands rises to 8, a selection which is testament to 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.



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The protagonist brands are: **B. May Bags, Boswell Millinery, Detroit Denim Co., Deviate, High's Adventure Gear, K. Walker Collective, Modern Athlete, Stormy Kromer.**

## \_ PROMAS

The special focus on French creativity is back, thanks to the collaboration with Promas French Menswear Fédération and DEFI, the French menswear development organization, which launched Promas LIST, a platform for connecting buyers and brands. A new selection of French brands is featured at Pitti Uomo 105, including debuting names such as **Ouest Paris** and **Valette Studio**.

## More international collaborations:

### \_ POLIMODA x NO NATION FASHION

#### **"7,689 km – from Kabul to Berlin"**

The brand No Nation Fashion, originally conceived as a social project to support the inclusion of migrants and the creation of resilient and sustainable societies, in collaboration with the **United Nations agency IOM (International Organization for Migration)**, is launching a capsule collection of six outfits in partnership with Polimoda and its students. The project aims to promote fashion that transcends borders and connects people and cultures. 7,689 km, the number of kilometers walked by migrants from Kabul via Bosnia and Herzegovina to Berlin, a symbol of a journey to hope and better life. The collection will be presented at the Fortezza da Basso (Sala delle Nazioni), with an installation curated by Polimoda and IOM (International Organization for Migration), and will be protagonist of a special presentation scheduled on Tuesday 9 January, at 3.00pm.

## At the Fortezza in collaboration with Pitti Immagine:

### \_ HISTORES at Pitti Uomo 105

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. Leveraging the experience gained from collaborations with brands like Herno, Fedeli, Paul&Shark, Kired, Valstar, as well as many other menswear and womenswear brands, the association is growing and strengthening through a solid network of relationships among its members. The exchange of ideas and experiences among the members serves as a source of motivation and improvement for everyone, especially in a challenging season, not only for the retail industry but the entire supply chain. "Histores is both business and family: it's incredible how the bond and camaraderie that brought some of us together over three years ago, amid a pandemic, have evolved into a daily exchange of experience and professionalism, support, personal and professional growth, and more. And that makes all the difference. We are happy to return to Pitti and do it stronger than ever; we know we are not alone in such a challenging period," says Marco Inzerillo, President of Histores. During the event, the association's general assembly will take place with the presentation of new capsule collections and a special cocktail event held in collaboration with Pitti.

### \_ 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.

## The initiatives of fashion schools in the city

### **POLIMODA presents AN/ARCHIVE EVENT ONE**

On the occasion of Pitti Uomo 105, from January 9 to 11, at the Manifattura Tabacchi, Polimoda is offering a preview of its future research center dedicated to the study of fashion, which will revolutionize the concept and experience of the archive. AN/ARCHIVE EVENT ONE will revolve around the theme of The Body and it will provide a multidisciplinary experience that explores the relationship between fashion and the human body. The event will feature works by artists, fashion designers, and researchers from various fields, including olfactory art and choreography. Visitors will also be able to see iconic garments from top contemporary designers and attend a series of talks.



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## ISTITUTO MARANGONI FIRENZE

### Presents **DIS-CYCLING** in collaboration with **PARDGROUP** and **CARTIER**

Students from Istituto Marangoni Firenze, guided by visual artist Maurizio Galimberti, will be creating three installations for the Cartier boutique in Via Strozzi. To promote sustainability, the installations will be made using waste materials provided by Pardgroup and from Cartier's previous fittings. The project aims to promote sustainability by combining art, fashion and innovation and emphasizing upcycling as the core of the creative process. The installation will integrate some of Cartier's iconic creations with photomosaics created by Galimberti. From January 9 to 14, Cartier Boutique (Via Degli Strozzi, 36R, Florence).

### **Among the initiatives around the city on the Pitti Uomo calendar:**

\_On Wednesday, January 10 (from 6:00 PM), the "Captain Blues - Live Music Party" presented by **Blues Barber - Proraso and Captain Santors** will take place at the Manifattura Tabacchi (Via delle Cascine 35).

**[Check the Pitti Uomo 105 calendar for a complete overview of the events:](https://uomo.pittimmagine.com/it/events-calendar)**

**<https://uomo.pittimmagine.com/it/events-calendar>**

## **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](https://uomo.pittimmagine.com)**

*The Pitti Crew  
wears*

**FLOWER MOUNTAIN and REPLUMÉ**

**Pitti Immagine would like to thank the two brands for their contribution in dressing the staff welcoming buyers, press, and industry professionals at the Fortezza da Basso in this edition.**

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