



From Pitti Uomo and Florence positive signs arrive for international fashion

**The 105th edition ended with great results:
growing numbers for foreign buyers (+4%).
Overall buyers reached 13,000 visitors,
and the total visitors were around 20,000.**

"If the men's fashion system had to strike the blow immediately at the start of 2024 - **says Raffaello Napoleone, CEO of Pitti Immagine** - from Pitti Uomo n.105 arrive really positive messages: in the pavilions, the stands, in the city, at special events, here in Florence we recorded a widespread, great energy - also the result of the warm personal interactions that are established when an international community of interests and culture comes together in a spatial and temporal unity - and together, the desire of all professionals to concentrate on the factors considered decisive for the success on the markets. I am referring to the quality of the collections and the companies' commitment to adding new styles and/or materials each season in tune with new consumer trends; to the ability of the best retailers and buyers to select orders according to curatorial logics that integrate - without subordinating themselves - with commercial needs, thus giving opportunities and visibility to experimentation, to new generations, to fashion research. And I also think of the media which here finds a complex and articulated event on different levels - of which they always return vivid and engaging images and stories. For our part, as organizers, the work consists in maintaining vital this dynamic balance, inside and outside the Fortezza da Basso, between the exhibition offer and special projects - and then in proposing an international platform that legitimizes even more the strength and the prestige of Italian fashion. We hope we succeeded this time too".

At the end of the four-day show, which took place at the Fortezza da Basso in Florence from 9 to 12 January 2024, foreign buyers **increased compared to January 2023 by approximately 4% in terms of people and by almost 6% in terms of stores**. The Italian figure, however, was slightly down, a circumstance that was widely expected considering the slowdowns in our domestic market, recorded especially in the last three or four months. The final figure for the influx of buyers alone (excluding other categories of visitors) reached **13 thousand units, with foreigners at around 4,700**.

The top twenty countries in order of turnout were: **Germany, Holland, United Kingdom, Spain, Turkey, France, Japan, United States, Switzerland, Belgium, Austria, Greece, China, South Korea, Portugal, Russia, Poland, Canada, Denmark and Sweden**.

All the **main foreign markets are growing** - with double-digit performances for Germany, France, the United States, Belgium - and above all is worth mentioning the constant recovery of the main Asian markets: Japan, South Korea, mainland China, China Hong Kong, Taiwan, Singapore and other emerging markets.

Great media attention and very positive appreciation for the **special events** of this edition. Among the events, the fashion shows of Guest Designers **Magliano** and **SS Daley**, the designer showcase of Todd Snyder, the absolute debut of **Achilles Ion Gabriel**, the special immersive installation that celebrated **Guess Jeans** at the Teatro del Maggio, the launch of the collaboration of **Tod's and**

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Automobili Lamborghini – together with numerous special projects and international participations in Fortezza, including **NEUDEUTSCH curated by Julian Daynov** which turned the spotlight on the new creative scene from Germany, and the installation dedicated to velvet and book presentation **Velvet Mi Amor** by Stefano and Corinna Chiassai.

Florence, 12 January 2024