



PITTI IMMAGINE UOMO

PITTI UOMO 106
Firenze, Fortezza da Basso
June 11-14, 2024

Everything is set for the summer edition of the most anticipated event dedicated to international menswear.

In June, Florence will spotlight the key players in men's fashion and lifestyle. From the world's major fashion scenes, over 790 brands, about 43% of which are international, will present their Spring/Summer 2025 collections.

The guest designer is Marine Serre, making her menswear debut. The arrival of Paul Smith at Villa Favard is eagerly awaited.

There will also be the first show by Pierre Louis Mascia, the debut of Plan C's menswear collection, and the 10 emerging talents from S|Style.

Among the new international collaborations is the CHINA WAVE focus.

Additionally, there will be debuts, presentations, and events both at the Fortezza and across the city.

PITTI LEMON is the theme of this edition!

The summer edition of Pitti Uomo, number 106, will take place at the **Fortezza da Basso in Florence from June 11 to 14, 2024**. During these dates, like a grand showcase, the spotlight will be on the Spring/Summer 2025 collections of about **790 brands, about 43% of which are international**. Pitti Uomo will be the starting point for discovering the latest from leading brands and exploring new and exciting innovative labels. Alongside menswear, the lifestyle sector will also be well-represented with accessories and design objects, which are increasingly featured in the selections of top concept stores and the finest boutiques.

Big names are on the program for this edition, starting with Paul Smith, who will headline a special event on Pitti Uomo's opening day. The selection of Marine Serre as Guest Designer is significant, as her work highlights style and content that are highly relevant today. Among the must-see events are the first runway show by the cult brand Pierre Louis Mascia and the debut of a men's fashion capsule by Plan C's Carolina Castiglioni. The exhibition itinerary confirms its five sections: Fantastic Classic, Futuro Maschile, Dynamic Attitude, Superstyling, and I Go Out. There will also be the S|Style and Vintage Hub special areas. Among the international collaborations, besides the established presence of Scandinavian Manifesto and J Quality, this edition of Pitti Uomo will feature the special project China Wave.

"Pitti Uomo continues to grow alongside the brands, providing its ever-growing and stronger community with an opportunity to connect, conduct business, and delve into topics shaping contemporary fashion culture," **says Raffaello Napoleone, CEO of Pitti Immagine**. "For the upcoming season, fashion com-

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panies have once again chosen to focus their resources and investments on Florence and our event, which, in return, offers brands international visibility and an ideal, ever-evolving context to engage with the right stakeholders."

The Ministry of Foreign Affairs and International Cooperation and ICE Agency for the Pitti Immagine Fashion Trade Shows 2024

The Ministry of Foreign Affairs and International Cooperation and ICE – the Agency for the promotion and internationalization of Italian companies abroad – are enhancing Florence's role in the internationalization strategy of Italian fashion by supporting the 2024 Pitti Immagine fashion trade shows. Their contribution is crucial to the incoming program of top foreign operators and communication.

"Thanks to this collaboration," says Agostino Poletto, General Director of Pitti Immagine, "we can invest valuable resources in inviting buyers from emerging markets, whether they're potential new clients for high-quality Made in Italy products or those who are already becoming important for our national exhibitors. For this initiative, we've worked with ICE staff abroad, who consistently demonstrate expertise and deep knowledge of their respective distribution and consumption contexts, crucial elements for effective planning."

UniCredit is the Main Partner of Pitti Immagine

Since 2020, UniCredit has supported Pitti Immagine as the main partner of its trade shows, contributing ideas and projects to foster regional development and Made in Italy excellence.

"As UniCredit gains an increasingly detailed and precise understanding of the industrial world represented by our fashion shows," says **Raffaello Napoleone**, CEO of Pitti Immagine, "we are becoming more familiar with the financial themes applied to development or consolidation projects, whether vertical or horizontal, of the most dynamic brands and districts. The agreement is more than well-established and, starting this year, thanks to the Centro di Firenze per la Moda Italiana, we are pleased to have extended it to a training initiative for graduating students from the best Italian fashion schools. The modules primarily address sustainability issues, with a very practical approach."

"We have put great effort into creating the CFMI Academy," explains **Annalisa Areni**, Head of Client Strategies at UniCredit Italy, "which serves as an interface between Fashion Design students and fashion industry companies, aiming to promote advanced training opportunities. This project aligns with one of our group's main goals: to actively support young talent so they can fully realize their potential. We believe it is essential to continue investing in education, a key element to facilitate the transmission of knowledge and further enhance the excellent productions of our Made in Italy. Through the Academy, born from a synergy with Pitti and other prestigious partners, we are committed to creating educational pathways that promote a broader industrial and sustainability culture, making theoretical training more aligned with the operational challenges faced daily by companies."

(see dedicated press release)

The Buyers

Many buyers have confirmed their attendance, from leading department stores to boutiques, specialty shops, and concept stores. To name just a few: **10 Corso Como** (South Korea), **Abseits** (Germany), **Al Tayer** (United Arab Emirates), **Ali Bin Ali – Galeries Lafayette Doha** (Qatar), **Beaker** (South Korea), **Beams** (Japan), **Bergdorf & Goodman** (United States), **Beymen** (Turkey), **Bloomingdale's** (United States), **Bongénie Grieder** (Switzerland), **Braun** (Germany), **Breuninger** (Germany), **Brown Thomas** (Ireland), **Browns** (United Kingdom), **Bungalow** (Germany), **Central Retail** (Thailand), **Code 7** (Russia), **CNTRBND** (Canada), **Deecce Style** (Switzerland), **DFS - La Samaritaine** (France), **Doe** (China), **End Clothing** (United Kingdom), **Engelhorn** (Germany), **Galeries Lafayette** (France), **Gale-**

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ries Lafayette (China), **George Bass** (United States), **Grandpere** (Japan), **Grey Flannel** (United Kingdom), **Hanwha Galleria** (South Korea), **Harry Rosen** (Canada), **Hankyu Hanshin** (Japan), **Harvey Nichols** (United Kingdom), **Harvey Nichols** (Qatar), **Highsnobiety** (Germany), **Hirmer** (Germany), **Holt Renfrew** (Canada), **linc** (China), **Isetan Mitsukoshi** (Japan), **John Lewis** (United Kingdom), **Kadewe** (Germany), **La Comercial** (Spain), **La Maison Simons** (Canada), **Lane Crawford** (Hong Kong – China), **Le Gray** (Saudi Arabia), **Level Shoes** (United Arab Emirates), **Liberty of London** (United Kingdom), **Lodenfrey** (Germany), **Lukse** (Russia), **M Penner** (United States), **Moda 404** (United States), **Moon** (Switzerland), **My Theresa** (Germany), **Neiman Marcus** (United States), **Neom** (Saudi Arabia), **Newseum** (Germany), **Nino Alvarez** (Spain), **Nitty Gritty** (Sweden), **Nordstrom** (United States), **Parkson** (Malesia), **Peggs & Sons** (United Kingdom), **Peek & Cloppenburg** (Germany), **Pesko** (Switzerland), **Printemps** (France), **R23** (Poland), **R el** (China), **Reyer Sport** (Austria), **Rosa & Texeira** (Portugal), **Rubaiyat** (Saudi Arabia), **Saks Fifth Avenue** (United States), **Selfridges** (United Kingdom), **Sheet-1** (Portugal), **Silver Deer** (Mexico), **Skp** (China), **Smets** (Luxembourg), **SND** (China), **Sneakersstuff** (United Kingdom), **Ssense** (Canada), **Sugawara** (Japan), **Soer** (Germany), **Soeren** (Germany), **Takashimaya** (Japan), **The Business** (United Kingdom), **The Listener** (Germany), **The Webster** (United States), **Tomorrowland** (Japan), **Trends** (Taiwan), **Trunk Clothiers** (United Kingdom), **Tsum** (Russia), **United Arrows** (Japan), **Voo store** (Germany), **Wako** (Japan), **Wing On** (Hong Kong – China), **Wow** (Spain), **YME** (Norway).

Pitti Lemon:

new theme of the Pitti Imagine summer fairs

In June, the Pitti Imagine shows will be swept by a wave of energy. **PITTI LEMON** has been chosen as the theme for both the advertising campaign and the setups at the Fortezza. Can you think of anything more summery, sunny, and refreshing? The **PITTI LEMON** campaign, coordinated by **creative director Angelo Figus**, for Pitti Uomo has been interpreted by **Giordano Poloni**, a **renowned illustrator** who collaborates with major magazines and newspapers worldwide. His creativity brought to life a visionary Lemon City, the ideal destination for the two protagonists of the drawing, just as Pitti Uomo is for those seeking style and modernity. "Playful and fun, the lemon strikes a balance between a tennis ball and a rugby ball. It's simple yet consists of many segments, and it's both sweet and sour, providing a burst of energy. Essentially, it is a symbol with an iconic impact on meaning and the senses that drove us to a significant decision: to forego photos and videos in our advertising campaigns, opting instead for purely graphical representations created exclusively by graphic designers," **comments Agostino Poletto**, general director of Pitti Imagine.

(see dedicated press release)

Exhibiting Brands

790 brands in total,
with approximately **340 (43%) coming from abroad.**

All brands participating in Pitti Uomo 106 at the Fortezza da Basso are also featured on the digital platform Pitti Connect.

The Pitti Uomo itinerary

The Fortezza da Basso hosts the multifaceted and international world of Pitti Uomo. Five sections – **Fantastic Classic, Futuro Maschile, Dynamic Attitude, Superstyling, and I Go Out** – showcase the Spring/Summer 2025 collections, ranging from classic to casual, including innovative and outdoor styles. Additionally, there are special areas dedicated to **S|Style** and **Vintage Hub Circular Fashion**.

The sections

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Fantastic Classic

The evolution of classic styles into their most innovative and contemporary forms. 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 premier international tailoring. Here, the lines and materials of the traditional wardrobe embrace modernity. The outcome is flawless outfits and perfect formal wear for today's world, essential for any wardrobe. Ideal for young gentlemen and those seeking to refresh their image without compromising on timeless elegance.

Among the FANTASTIC CLASSIC brands:

04651/ A trip in a bag, Alessandro Gherardi, Anthony Peto, AT.P.CO, Barmas, Barracuda, Bob, Borsalino, Brett Johnson, Briglia 1949, Brunello Cucinelli, Caruso, Consinee x Vitelli, Crockett & Jones, Cruna, Devore Incipit, Doriani Cashmere, Doucal's, Dressler, Dstrezzed, Emanuele Maffei Dal 1958, Eton, Fedeli, Fefe' Napoli, FTC, Gabriele Pasini, GMS75, Gran Sasso, Edward Green, Green George, Grenfell, Guglielminotti, Guido di Riccio, Hand Picked, Heinz Bauer Manufakt, Herno, Herno Laminar, Invertere, Isaora, Jeckerson, Johnstons of Elgin, Kired, L.B.M.1911, Leathersmith of London, L'Impermeabile, Loake, Lorenzoni, Luciano Barbera, Luis Trenker, Majestic Filatures Paris, Manto Italia, Manuel Ritz, Manzoni24, Maria Santangelo, Missoni, P.M.D.S. Premium Mood Denim Superior, Pantofola d'Oro Gold, Paoloni, Paul & Shark, Pence 1979, People of Shibuya, Marco Pescarolo Napoli, Piacenza 1733, Piquadro, Richard J. Brown Italian Luxury Denim, Rivieras, Robert Talbott, Roy Robson, Roy Roger's, Sand Menswear, Sartorio, Sonrisa Camiceria Uomo, Sozzi Milano, Stefano Ricci, Stenströms, Stetson, Stile Latino, Studio Seidensticker, Svevo, Tateossian London, Tattras, TMB, Toujours Milano, Valsport, Xacus.

Futuro Maschile

On the **Upper Level** of the **Main Pavilion**, all possible worlds of contemporary menswear. Creative combinations, influences, matches, and new harmonies. Futuro Maschile is the section where contemporary classics meet the world of innovation. The goal is to offer a comprehensive view of the most evolved menswear. The result is a selection of brands that embrace the fusion of styles and aesthetic inspirations for an elegance that transcends traditional formality. From technical outerwear to tailored trousers, from distinctive accessories to luxury knitwear, and from handmade details to eco-conscious elements.

Among the FUTURO MASCHILE brands:

10.03.53, A.B.C.L., Akman, Alan Scott, Alden New England, ANT45, Aquellos Ojos Verdes, Arma, Avant Toi, Baudoin and Lange, Baziszt, Bonastre, Buttero, Campomaggi, Castaner, Cohérence, Coltesse, De Bonne Facture, De Nobiliary Particle, D-VEC, East Harbour Surplus, Faliero Sarti, Felisi, Frescobol Carioca, G.R.P., Hannes Roether, Homecore, IBELIV, Isabel Benenato, J[∞]Quality, Jacques Solovière Paris, John Smedley, Kieffermann, Ma' Ry' Ya, Marcantonio x Myths, Nick Hart, Nine: Inthe: Morning, Paraboot, Rafa Lanfranco, Roberto Collina, Ron Dorff, Rovi Lucca, Salvatore Santoro, Scaglione, Sesa Footwear, Stefan Brandt, Sunspel, Teclor, Tela Genova, The-Antipode, Timothée Paris, Transit, Tricker's, Varsity Headwear, Yali Milano, Bernard Zins.

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. Here are the reference brands that can blend sportswear and streetwear into their collections. Freedom and comfort become a daily mantra, translated into elegant designs, contaminated by vintage references but also innovative and energetic, with a technological soul.

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Among the DYNAMIC ATTITUDE brands:

24Bottles, Aeronautica Militare, Anerkjendt, B.D. Baggies, BALR., Baracuta, Barbour, Ben Sherman, Bikkembergs, Bombers Original, Cala 1789, Cariuma, Copenhagen Studios, Cycle, Daniele Fiesoli, Drykorn, Duno, Eastpak, Ecoalf, Ellesse, Etonic, Faguo, Filson, Garden of God, Garmont Uncharted, GAS, Goorin Bros., Guess Jeans, Indicode, Ipanema, Juicy Couture, Kangol, Liu Jo, Lotto Leggenda, Lyle & Scott, Macron Clubhouse, MC2 Saint Barth, Odaje, Penfield, Rag & Bone, Scholl, Seay, SSeinse, Spiewak, SUN68 Beach, Superga, U.S. Polo Assn., Vibram, Voile Blanche.

Superstyling

The search for new stylistic codes that anticipate trends. Out-of-the-box aesthetic choices supported by sartorial skills, capable of capturing new identities and responding to today's multifaceted expressive demands. The **Arsenale** and the **Sala delle Nazioni** will showcase a selection of highly-creative international brands with an experimental attitude in terms of style and materials emphasized in their gender-neutral cuts and no-season proposals.

Among the SUPERSTYLING brands:

!Ozzy, Amaranto, American Vintage, Ancient Greek Sandals, Apnée, Armor Lux, Astorflex, Bailey 1922, Bask in the Sun, Benci Brothers, Benibeca, Blackhead, Blue de Gênes, C.O.F. Studio, Captain Santors, Catch Ball, Coopettebros, Croots England, D.A.T.E., District People, Dragon diffusion, East Pacific Trade, Fenggy, Flower Mountain, Gallia Knit Project, Gitman Bros. Est 1978, Goldwin, Guanabana Handmade, Harris Wharf London, Kerrin, Keyone by Hattershub, House of Sunny, Hul Le Kes, ID.EIGHT, Iron and Resin, ISTO., Itoh, JDV, KB HONG by K-BOXING, La Pausa, La Paz, Les Deux, Loreak Mendian, Manifattura Ceccarelli, Manikomio Dsgn, Mii, Modern Athlete, Mosso Sunwear, Mr. Fliks, Nanamica, National Standard, Noyoco, Original Madras Trading Co., Ouest Paris, Plan C, Raxxy, Resolute, Rifò, Rossi, Sanders, Sneark, Sweyd, The Chino Revived, The Original Playboy 1936, TRC, Ubusuna, Unimatic, Valabasas, Valette Studio, Valleyouth, Wild Donkey, Woc, WUD.

I Go Out

At the **Sala della Ronda**, the passion for open spaces and nature sports meets the most advanced stylistic research, merging into a new lifestyle perspective. This section of the fair interprets contemporary trends in outdoor looks and innovative products that combine style and performance, functionality and ambitious design – as well as items that blend environmentally friendly philosophy with a creativity that looks to travel and photography.

Among the I GO OUT brands:

4T2, Again, Allied Feather + Down, Berghaus, Côte&Ciel, Cotopaxi, Elliker, Everyday Mountaineering, Face-Off, FAY, FAY Archive, Keen, Minnessak, Monofoo, Naglev, Norda, Osprey, Sandqvist, Scandinavian Edition, Snow Peak, Teva, Topologie, Will-V.

Special focuses

S/STYLE

Eighth edition for **S/Style**, the platform by Fondazione Pitti Discovery that showcases a selection of brands committed to promoting sustainable practices, curated by fashion journalist Giorgia Cantarini. In the **Sala delle Nazioni**, the brands presenting their collections are **Buzigahill** (Uganda), **Caoihme Dowling** (Denmark/Ireland), **Denzilpatrick** (United Kingdom), **Domenico Orefice** (Italy), **Florania** (Italy), **Guido Vera** (Chile), **Permu** (China/UK), **TOLO** (Italy), **Unsung Weavers** (Greece), **Via Piave 33** (Italy). **S/Style** presents a new edition with the exclusive partnership of **Kering Material Innovation Lab (Ke-**

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ring MIL), a research center within the Kering group, seeing the participating brands involved in a thematic journey toward *circular luxury*, meaning the use of certified, high-quality recycled fabrics for the production of a specific look that will debut at Pitti Uomo.

VINTAGE HUB Circular Fashion

Third edition for the special project presenting the most contemporary and innovative approach to the world of vintage. Located on the **First Floor of the Arsenale**, VINTAGE HUB continues to evolve and increasingly serves as a manifesto to redefine the future of fashion. For the audience of buyers, a selection of brands and exhibitors with their upcycled or reworked collections, alongside co-branding services with vintage labels and interventions for modifying and restyling objects and furnishings. Additionally, brands and companies will find new opportunities in the management services and assessments of style archives, as well as innovative digital rental services for garments and more. A new feature of this edition is the special participation of a series of nouvelle couture designers, who will present their artistic vision of upcycling through a special installation. VINTAGE HUB is a project by Pitti Immagine in collaboration with The Way Collective, a group composed of Andrea Maffei (Velvet for Philosophers), Angelo Caroli (A.N.G.E.L.O.), Antonio Mastrorocco (One-Off) and Maurizio Donadi (Transnomadica).

Special Events and Projects

MARINE SERRE

Guest Designer Pitti Uomo 106

Marine Serre, Founder and Creative Director of the eponymous brand, will be Guest Designer at Pitti Immagine Uomo 106. Born in 1991, already praised among the most interesting talents of Paris Fashion Week, the French designer will create a fashion show-event in Florence. On Wednesday, June 12, the Villa di Maiano will host the new MARINE SERRE Menswear collection.

Cuoio di Toscana continues to support young creatives through their ambitious project, recognizing in French designer Marine Serre, guest designer of Pitti Uomo 106, the same values of sustainability shared by the Consorzio.

(see the dedicated press release)

PAUL SMITH

Special Event at Pitti Uomo 106

Paul Smith chooses Florence and the Pitti Immagine Uomo stage to present the new Spring/Summer 2025 collection. The British designer returns to the show with a special event set for the opening day of its 106th edition on June 11, 2024.

(see the dedicated press release)

PIERRE-LOUIS MASCIA

debuts his first runway show

For PITTI UOMO 106, Pierre-Louis Mascia will present his 2025 Spring/Summer collection during a runway show-event scheduled for 13 June 2024 at 6:00 p.m and produced jointly with Pitti Immagine.

The French designer, who has been showing at Pitti Uomo for several seasons, will present his eclectic aesthetic world with a co-ed runway show-event held in the striking Tepidarium del Roster.

(see the dedicated press release)

PLAN C

Debuting the men's capsule collection at the Fortezza

At the Spazio delle Grotte, Carolina Castiglioni's brand launches a new line for Spring/Summer 2025 where gender boundaries blur. Drawing inspiration from the women's collection, the designer presents

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ten genderless summer looks, complete with accessories made from cotton, technical materials, and lightweight wool, achieving a balance between masculine and feminine, classic and high-tech styles. (see the dedicated press release)

International collaborations at the Fortezza da Basso

_ SCANDINAVIAN MANIFESTO

The most innovative fashion research from the Nordic scene has been presented at Pitti Uomo for several editions in the *Scandinavian Manifesto* project, one of Pitti Immagine's most established international collaborations. At this Pitti Uomo as well, the showcase will feature a selection of brands at the Costruzioni Lorenese, the result of a partnership between **Pitti Uomo** and **CIFF**, the premier trade fair platform for Scandinavian fashion brands in Copenhagen.

Confirmed participating brands include **Henrik Vibskov, Isnurh, Rue De Tokyo, Messy Weekend, ARKK Copenhagen, Aveny, Wood Bird, J. Lindeberg, Nikben.**

In the event calendar, a special *Scandinavian-style* breakfast for buyers and the press will be held on the morning of Wednesday, June 12.

_ J QUALITY

J[∞]QUALITY returns, with special consulting by Mr. Hirofumi Kurino. Led by the Japan Apparel and Fashion Industry Association (JAFIC), the project promotes high-quality Japanese apparel while supporting the textile and garment manufacturing regions. Through the "J[∞]QUALITY Factory Brand Project" (JQFBP), selected factories collaborate to create collections for the global market.

Here are the companies/brands participating this edition: **SUNLINE / in-a Ka-Date, MARUCHO / GOODPEOPLEGOODSTITCHINGGOODPRODUCT, MARUWA KNIT / Balancircular, OKOCHI MURIYASU / IDEAL Pull-over.** For this edition, Mr. Masato Koyama, designer and founder of the brand Heugn, returns as design director.

_ CHINA WAVE

The best contemporary Chinese menswear arrives at the Fortezza thanks to CHINA WAVE, the result of the partnership between Pitti Uomo and the China National Garment Association. The spaces of the Costruzioni Lorenese will showcase brands and designers selected for "CHIC In Pitti Uomo," an initiative through which CHIC (China International Fashion Fair) aims to promote Chinese labels distinguished by quality and aesthetics. CHINA WAVE is the theme CHIC chose to characterize the pavilion and present to the international community of Pitti Chinese excellence in contemporary menswear.

The confirmed participating brands include: **Valleyouth, KB HONG by K-BOXING, Raxxy, JDV, Fenggy, Blackhead, Keyone by Hattershub, Typetail.** Also scheduled is a presentation cocktail at Costruzioni Lorenese, at 1 PM on Tuesday, June 11.

_ PROMAS

The special focus on creativity made in France returns, thanks to a collaboration with Promas French Menswear Fédération and DEFI, the organization for the development of French menswear. They have launched Promas LIST, a platform to facilitate direct contact between buyers and brands. At Pitti Uomo 106, there is a new selection of French brands, including names making their debut at the show such as **Adn Paris, Again, Anthony Peto, Bask in the sun, Baziszt, Chapal, Coltesse, De Bonne Facture, Homecore, Mii, Olow, Ouest Paris, and The Hideout Clothing.**

Among the NEW ENTRIES and RETURNS at Pitti Uomo:

!Ozzy, 10.03.53, 4t2, A.B.C.L., Abarca, A.G.Spalding & Bros., ADN Paris, Aeronautica Militare, Algori Brand, Ancient Greek Sandals, Anthony Peto, Apnée, Aquellos Ojos Verdes, ARKK

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Copenhagen, Aurelien, B. I. A. - Blocks In Action, Baudoin and Lange, Bjanko Milano, Benci Brothers, Benibeca, Blackhead, Bluebuck, Buzigahill, Caoimhe Dowling, Castaner, Copenhagen Studios, Côte&Ciel, D.A.T.E., Denzilpatrick, De Nobilitary Particle, Dirty London, Doihokosho, Domenico Orefice, Dragon Diffusion, Dstrezzed, Eton, Everlast, Face-Off, Fay, Fenggy, Ferrante Royal Red, Florania, Francesca Conoci, Frescobol Carioca, Fumeo Carlo, Garden of God, Garmont Uncharted, GAS, Gassa D'amante, Guanabana Handmade, Guido Vera, Hattershub, Henrik Vibskov, House of Sunny, IBELIV, Indicode, Ipanema, Iron and Resin, ISTO., Itoh, J.Lindeberg, JDV, Kerrin, Ketroy, KB HONG by K-BOXING, Kiff-Kiff, Lafaurie, La Pausa, Leo Dean, Life Liveth, Love Brand & Co., Luciano Barbera, Macron Clubhouse, Messyweekend, Mii, Missoni, Mosso Sunwear, Mr Mood, Mr.Fliks, Myths, Nick Hart, Nikben, Odaje, Old Locker, Out of Hate, Osprey, OWN Off With Nature, Pellettieri di Parma, Pence 1979, Permu, Phil Petter, Pier Sicilia, Plan C, Plisson 1808, Puntovita & Arsenice, Rafa Lanfranco, Rag & Bone, Raxxy, Reef, Rey Pavón, Rivas, Robert Talbott, Roberta Pieri, Schmoove, Schwa, Seay, Shorts Co, Sneark, Solid!, Spiewak, Stefano Cau, STKN, Stolp, SUN68 Beach, Sunni Sabbi, Superga, Sweyd, T', Taddeucci, Teclor, Telacruda, Tolo, Topologie, TRC, Toujours Milano, Tre Cime, Trefle Rouge Paris, Ubusuna, Umus, Unsung Weavers, Valabasas, Valleyouth, Varsity Headwear, Via Piave 33, Wild Donkey, Will-V, Woc, Woodbird, Yali Milano, Zanchetti.

Highlights @ Pitti Uomo 106

Debut projects, important returns, anniversaries, and special collaborations. Here's a series of previews and special appearances on stage in June:

_ FAY at Pitti Uomo

FAY, a brand of the Tod's Group renowned for its urban attitude and signature contemporary style, participates in this edition of Pitti Uomo, within the Polveriera space, showcasing its new collection along with the latest from the FAY Archive project, which returns to the brand's DNA and its distinct workwear flair.

_ BASICNET with SUPERGA

Superga® returns to Pitti Uomo to present a retrospective in the Piazzale della Ghiaia that celebrates its history. In the Piazzale delle Ghiaia, a special exhibition space will showcase the brand. A particular focus will be on the "2750," the world's first tennis shoe with a vulcanized natural rubber sole. It's about to turn one hundred years old and remains an icon of Italian style and beyond.

_ MISSONI

The Missoni Man Spring/Summer 2024 collection - "Inspired by Tai" draws inspiration from the iconic figure of Ottavio 'Tai' Missoni. Influenced by the iconic creations of the Italian fashion pioneer, this collection blends the timeless essence of tradition with a modern and dynamic vision, focusing on the use of color and material.

_ GUESS JEANS

Guess is also participating in this edition and lands at the Padiglione delle Ghiaia. With 40 years of history behind it, the brand that made denim history looks to the future, prioritizing sustainability and innovation. An example is GUESS AIRWASH™, a washing technique that minimizes water, chemicals, and energy consumption. Guess also returns with an exclusive cocktail event on the rooftop of Hotel Calimala, on Tuesday, June 11, at 7:00 PM.

_ RAG & BONE

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Recently acquired by the Guess Group, the American brand Rag&Bone is participating for the first time at Pitti Uomo with an independent space. Renowned for its authentic style, particularly in denim, and for offering garments that embody the New York aesthetic.

_ W.P. LAVORI IN CORSO

W.P. Lavori in Corso presents new collections from brands Filson, Baracuta, Barbour, and B.D. Baggies. Filson, a cult brand for outdoor enthusiasts, features archive pieces reinterpreted in a modern key, together with t-shirts, shirts, trousers, and accessories. Baracuta reaffirms its identity with new colors, patterns, and lightweight materials like suede. Through the Modern Heritage, Made for Japan, and Re-engineered for man lines, Barbour reinterprets the archive for today's consumer. B.D. Baggies launches the SS25 collection, with the Oxford line as a cornerstone, and introduces the overshirt with pockets, inspired by the founder's story.

_ COLNAGO

Colnago, the high-end racing bicycle company founded in 1954 and known as one of the most creative and vibrant manufacturers—innovating and bringing fresh ideas to the cycling world while experimenting with new and different materials, including titanium and carbon fiber—is exhibiting for the first time at the Fortezza in the Cavaniglia Pavilion. Colnago will also be one of the key companies at BECYCLE, a new event by Pitti Immagine dedicated to bicycles and cycling (June 26-28, Stazione Leopolda).

_ SNOW PEAK

The historic Japanese brand, a camping lifestyle reference since 1958, confirms its presence at Pitti Uomo with an outdoor setup that welcomes visitors, offering them a taste of nature and the outdoors.

_ MACRON CLUBHOUSE

In the Sala Ottagonale, the Macron ClubHouse becomes the ideal setting to appreciate the athleisure world of the brand founded in Bologna in 1971. Macron creates cutting-edge, high-performance sportswear to support athletes of all levels—from beginners to professionals—in their dedication both on and off the sports fields.

_ The debut of TRC

An absolute debut for the brand born from the collaboration between Candiani and Grassi, two historic Italian textile companies. TRC is located in the Sprone space with its innovative and sustainable heritage, offering a no-season proposal focused on functionality. Candiani, renowned for producing denim fabric, and Grassi, specializing in protective workwear, have combined their expertise to design futurewear—the workwear of tomorrow—rooted in Italian textile tradition while looking toward the future.

_ ETON

Eton, synonymous with luxury shirts and accessories since 1928, returns to Pitti Uomo to unveil the Spring-Summer 2025 collection, where architectural inspiration and tailoring know-how unite. Eton's new offerings are celebrated at Pitti with an elegant resort collection featuring vibrant and sophisticated colors, where each piece provides a versatile wardrobe for the most discerning gentlemen.

Eton will present its SS25 collection with a cocktail event at the restaurant and cocktail bar Cibrèo (Via dei Vecchietti), scheduled for June 12th at 6:30 PM.

_ TOMBOLINI

At Pitti Uomo, Tombolini celebrates its 60th anniversary with the SS25 "Ultra Light" capsule collection, featuring extremely lightweight menswear at the heart of the Zero Gravity project, a new step in sustainable elegance according to the brand. This significant milestone is also marked by an event at the For-

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tezza focused on craftsmanship and the ongoing innovation of its most iconic garments through a re-editing process. On the occasion of its 60th anniversary, Tombolini also announces the creation of the Eugenio Tombolini Foundation, which will establish an in-house tailoring school at the company's headquarters in Colmurano. The foundation aims to introduce young people to the workforce in an environmentally respectful manner.

DANIELE FIESOLI

Daniele Fiesoli celebrates its 70th collection with an exclusive event at the Niccolini Theater. Known for its distinctive "Made in Italy" collections, the brand recently expanded its offerings with the women's line Collezione_N01. At the event, iconic pieces from the men's archive will be revisited, alongside the new SS25 women's collection.

MARCANTONIO X MYTHS

MYTHS continues blending fashion and design with one of today's most sought-after creatives, Marcantonio, an internationally renowned Italian designer and artist celebrated for his works for Seletti, such as the Monkey and Mouse Lamps. Exclusively for MYTHS, this collaboration will see the customization of an iconic brand garment and the creation of large floral sculptures by the artist exclusively for MYTHS. The MYTHS SS25 capsule collection, created in collaboration with Marcantonio, will be showcased with a cocktail event at the Fortezza on Wednesday, June 12th at 11:00 AM.

LES DEUX

A basketball court as a playground symbolizes shared values, reflecting the spirit of the two friends who founded the Copenhagen-based brand Les Deux in 2011. They aim to build a community around their clothing proposals presented at the Fortezza.

OSPREY

A new presence at Pitti Uomo and in the I Go Out section, Osprey creates collections that blur the line between everyday and technical wear. Its outfits allow seamless living in the great outdoors, urban environments, and everything in between.

CÔTE&CIEL

The high-end bag and accessory brand returns, situated at the crossroads of technical construction and elegant aesthetics. Founded in 2008, the Paris-based company blends architectural forms with a functionality-driven design process, offering a range of conceptual products meant to be worn, not just carried.

IBELIV

At Pitti Uomo, IBELIV celebrates its 10th anniversary, bringing its "green lifestyle" to Fortezza - at Futuro Maschile - distributed worldwide and followed by a growing community of loyal followers: accessories designed in France and handmade in Madagascar, which owe their timeless beauty and elegance to the unique know-how of the place: natural raffia crocheted.

NICK HART

English tailoring meets London's multiculturalism, resulting in a new line with an androgynous, tailored design featuring a precise, monochromatic silhouette that seeks timelessness.

UBUSUNA

Ubusuna, a Japanese brand based in Kumamoto, offers genderless clothing made from organic materials and distributed in limited quantities. It is distinguished by its ethical and sustainable approach, with

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production that adheres to a zero-kilometer philosophy. Ubusuna will be featured at Pitti Uomo in the Superstyling section.

_ YALI MILANO

YALI is a dreamy lifestyle brand inspired by past eras and new worlds. Designed in Milan, Yali uses traditional craftsmanship to create timeless pieces in modern silhouettes and captivating color palettes. At the upcoming edition of Pitti Uomo it will showcase YALI CABINET of CURIOSITIES, an ongoing project driven by art and set design. This project is guided by YALI's core universal themes: leisure, progressive sophistication, and whimsicalness.

_ RAFA LANFRANCO

At Futuro Maschile, Peruvian artist Rafael Lanfranco will present his "Perujis" line of characters and ceramics, reinterpreting Latin American archetypes through contemporary Pop Art. This marks Lanfranco's debut at Pitti Immagine Uomo and in Florence after exhibitions in Milan and recognition in the Italian art scene.

_ AQUELLOS OJOS VERDES

A Japanese brand using fabrics from the Bishu region, but the inspiration comes from travels, the Mediterranean, and particularly the artisanal mastery of Southern Italy—a starting point for constantly offering new interpretations of timeless classics.

_ MII

After several seasons of successful capsule collections offered through top retailers, the brand is launching a men's collection that combines the value of traditional Indian craftsmanship with classic French style.

_ GAS Turns 40

GAS returns to Pitti Uomo to present its main collection SS25. The casual-chic elegance of GAS's fresh image, celebrating its 40th anniversary, is reflected through new sports collaborations that expand the brand's reach into sporty-chic and capsule collections

_ JUICY COUTURE present its new men's brand DIRTY LONDON

The Dirty London SS25 capsule collection draws inspiration from Juicy Couture to offer a contemporary reinterpretation of luxury streetwear. Blending with London culture, Dirty London sets a new trend in coordinated streetwear, evoking and reinventing the subcultures of the '90s and 2000s. The capsule will be showcased at an invite-only fashion show at the Fortezza's Giardino del Glicine at 11:00 AM on June 12th. The event is by invitation only.

_ GARMONT UNCHARTED

Garmont Uncharted is a platform for exploration and experimentation of new products, a creative lab where new synergies and collaborations emerge. For SS25, the collection will gain new momentum with a strengthened partnership with ACBC and the introduction of two new models—one with a Vibram sole and one featuring new sneaker technology. The collection will also unveil the first models under the Garmont Uncharted brand, two sneakers derived from the outdoor world, one from the past and one from the present, reinterpreted with a streetwear twist.

_ ECOALF

The brand continues its philosophy of creating a unique yet sustainable look, and for the SS 2025, 68% of the collection is single-material and therefore recyclable. Among the innovations is the introduction of

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Ramie, a new low-impact environmental material. The collection also features the new Mumbai sneakers and the Ocean Bag Tika, made from 100% "Ocean Yarn," a yarn crafted from plastic bottles recovered from the sea floor. Finally, in spring colors, the iconic waste nylon bags from the Because There Is No Planet B® series are available, sales of which contribute to the expansion of the Upcycling the Oceans project.

Among the other special projects and participations

_ ROULER at Pitti Uomo

Rouleur, the prestigious international cycling culture magazine, makes its appearance at this edition of Pitti Uomo, bringing an iconic Airstream to the Fortezza. Inside, it will showcase its unique content and style in narrating the cycling world. Rouleur will also serve as the communications partner for Pitti Imagine at BECYCLE, a new Pitti event dedicated to bicycles and cycling (June 26-28, Stazione Leopolda).

_ MENSWHERE

An exhibition to narrate the lost history of the militant guild of rural tailors

At the Costruzioni Lorenese, the exhibition "MENSWHERE | A Lost History of the Militant Guild of Rural Tailors" explores the possibility that an underground tailor community was active during the Industrial Revolution, engaging in symbolic rites, rituals, and the advancement of design and craftsmanship standards. This story, which surfaced online in 2004, influenced many contemporary designers who considered themselves modern members of the guild. The exhibition at Pitti Uomo 106 will include art, photography, and garments, coinciding with the release of the eponymous book "Menswhere | A Lost History of the Militant Guild of Rural Tailors" by Liam Maher with photographs by Marc Haers.

_ RINO MASTROTTO

Rino Mastrotto, a global leader in the production of high-quality leather, joins Pitti Uomo 106 by presenting "Metamorfosi," a creative space at the Central Pavilion, Ground Floor. Four artists and artisans will transform leather into works of art, offering an innovative vision of its craftsmanship. This initiative celebrates Florentine craftsmanship and creativity, exploring the versatility of leather as a material.

At the Fortezza, in collaboration with Pitti Immagine:

_ HISTORES at Pitti Uomo 106

The association, which groups 45 multi-brand stores, returns to the Fortezza da Basso with a dedicated space at the Costruzioni Lorenese, where it will present its label Hindustrie. Bolstered by the experience gained from collaborations with Herno, Fedeli, Paul&Shark, Kired, as well as other menswear and womenswear brands, the association continues to grow and strengthen through a solid network of relationships among its members. Their collaboration serves as a driving force and source of improvement for everyone, especially in a challenging season, not just for the retail world but the entire supply chain. "At the heart of another challenging season like this SS2024, with our sights already set on next year's purchases, we are proud of how much our network among the members has strengthened, encompassing business, daily conversations, and personal growth. And we are delighted that the connection between Pitti and Histores brings about this year's wonderful new development: on Tuesday, June 11, the assembly of our association will take place right inside the Fortezza. Histores Home will then reopen its doors as usual, presenting its new Hindustrie SS25 collection," says Marco Inzerillo, President of Histores.

_ THE BEST SHOPS - CAMERA BUYER ITALIA

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The collaboration between Pitti Immagine and Camera Buyer Italia, the association that brings together and represents the best luxury multi-brand stores in Italy, also continues to offer its members a range of welcome services at the Fortezza da Basso during their visit to the fair.

More events to watch for at the Fortezza include:

_ On Tuesday, June 11, Emanuele Farneti will present "U La Repubblica," the new men's magazine from Repubblica, which will be available at newsstands starting June 13. The presentation is scheduled for 5 PM at the Press Restaurant (Cortile del Glicine delle Costruzioni Lorenesi).

_ Textilwirtschaft hosts the networking aperitif "Textilwirtschaft connect," on Tuesday, June 11 at 4 PM on the Upper Floor of the Central Pavilion.

Among the events in the city:

ANTONY MORATO

Antony Morato's summer also passes through Florence with a major techno music event. On June 12, at the Stazione Leopolda, the winner of the "The Sound of Unity" contest will be announced, later headlining a special evening at "Amnesia" in Ibiza.

RINASCENTE

During Pitti Uomo 106, Rinascente Firenze in Piazza della Repubblica will host "YELLOW THURSDAY IN RINASCENTE," a day of events themed around "Pitti Lemon." Starting at 8:30 AM on Thursday, June 13, the ToscaNino terrace on the 4th floor of Rinascente will host the Yellow Breakfast, reserved for the press and buyers; and later that same day, at 8:00 PM, Rinascente Firenze will open its doors for the Yellow Shopping Night, a special evening of shopping and entertainment.

FERRAGAMO presents the book Viesca Toscana

The Ferragamo Family presents the coffee table book "Viesca Toscana," which explores the special connection of Salvatore and Wanda Ferragamo with the beautiful estate in the Florentine countryside owned by the family since 1952. The event will take place on June 13 at Palazzo Spini Feroni, preceded by a visit to the "Salvatore Ferragamo 1898-1960" exhibition at the Ferragamo Museum. The event is by invitation only.

Fashion school initiatives in the city:

POLIMODA

On June 12 at 6:00 PM, in Florence at a yet-to-be-revealed location, Polimoda will present its "Graduation Show 2024". Emerging designers from around the world will showcase their collections, highlighting diversity and inclusivity, hallmarks of the cosmopolitan universe of the fashion school. By invitation only.

IED FIRENZE

The Istituto Europeo di Design unveils at Pitti Uomo the "Identity" installation, conceived by a special team of IED students selected from Italy and abroad, with the exceptional curation of Michel Comte, a prominent fashion photographer and contemporary artist. The installation will be presented on June 12th at the former Teatro dell'Oriuolo in Florence (11:30 AM press preview / 5:00 PM opening).

ISTITUTO MARANGONI FIRENZE

On June 13 at 7:00 PM, at Palazzo Ximènes Panciatichi in Florence, Istituto Marangoni Firenze will

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present the Fashion Show "The Witness". The collections of ten designers will be accompanied by performances and exhibitions, offering an innovative vision of the fashion show itself, integrating technology and creativity.

Among the exhibitions to note during the days of Pitti Uomo:

MUSEO DEL TESSUTO DI PRATO FOUNDATION

Walter Albini. The talent, the designer

An exhibition curated by Daniela Degl'Innocenti and Enrica Morini showcasing over 400 items, many of them never seen before, including jewellery, sketches, drawings, photographs, clothes and fabrics, which document more than two decades of work by the genius designer and pioneer of Made in Italy, and a forefather of prêt-à-porter and the total look. Walter Albini. The talent, the designer is under the patronage of the National Chamber of Italian Fashion and Centro Studi e Archivio della Comunicazione (CSAC) of the University of Parma, and is completed by a rich catalogue published by Skira. The exhibition will be open until September 22, 2024.

PITTI CONNECT

Alongside the physical fair, Pitti Immagine continues to promote exhibitors' proposals, news, and special initiatives on the global platform PITTI CONNECT.

Visit uomo.pittimmagine.com

DONGFENG

Official Car of Pitti Uomo 106

An electric model from the automaker Dongfeng, one of the most important automotive groups in China, will serve as the official car of Pitti Uomo 106.

The Pitti Crew wears

ARMOR LUX and FLOWER MOUNTAIN

Pitti Immagine thanks ARMOR LUX and FLOWER MOUNTAIN
for their contribution in dressing The Pitti Crew for this edition of the fair.

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