



**UniCredit Main Partner of Pitti Immagine:
A synergy supporting businesses and young talent
for territorial development and Made in Italy excellence**

UniCredit, Main Partner of Pitti Immagine, reaffirms its commitment to supporting the fashion sector and, more broadly, the national production landscape. The bank positions itself as an active participant in innovation, sustainability, and internationalization for industry businesses, leveraging the expertise and know-how of its network to concretely assist them in meeting the challenges of ecological and digital transition. This path also features a focus on education through the establishment of the "**CFMI Academy**," created through a partnership between **the Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit**.

The project, which also involves the collaboration of Piattaforma Sistema Formativo Moda, Polimoda, ZDHC Academy, and Consorzio Physis, includes 13 Italian Fashion Design academies and launched last January during Pitti Immagine Filati with a first educational module consisting of a series of seminars for students in their final year and their teachers. Approximately one hundred participants joined the initiative, which will continue with a new module scheduled for the next June 27, during Pitti Filati.

"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."

"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."

The **CFMI Academy** is one of the initiatives born from the **partnership between UniCredit and Pitti Immagine**, renewed until 2025. The collaboration agreement between the bank and the leading company in promoting the Italian fashion industry and design aligns with the plan UniCredit per l'Italia, through which the bank aims to contribute to the growth and sustainable development of the country's system. The banking group thus confirms its role as the active Main Partner of all Pitti Immagine shows, at the forefront of offering its expertise and support to one of the key sectors of the Italian economy.

The synergy between UniCredit and Pitti Immagine also includes active collaboration to guide companies in the sector through the challenges of sustainability and internationalization, and to enhance the educational offerings initiated by Pitti with fashion schools, enhancing the growth of young talents.

The next event is scheduled for Pitti Uomo 106, from June 11 to 14, at the Fortezza da Basso in Florence. As part of the collaboration with Pitti, during the days of the show, the UniCredit Theatre set up at the Fortezza da Basso will host several meetings and discussions on fashion, innovation, economy, sustainability, and lifestyle.