

**Kering Material Innovation Lab and the Pitti Discovery Foundation
once again support emerging designers
with a responsible approach.**

**At Pitti Uomo 106, in collaboration with Kering MIL,
ten menswear brands present
innovative collections focusing on circularity.**

At **Pitti Immagine Uomo 106** (Fortezza da Basso, Florence, June 11-14, 2024), **S|STYLE #8** returns. The **Pitti Discovery Foundation** exhibition project, which has attracted attention from the press and top buyers since its inception, serves as an important showcase for ten international brands distinguished by their creativity and response to social and environmental change. The brands have been selected worldwide by **journalist and curator Giorgia Cantarini**.

The partnership launched in 2023 with the **Kering Material Innovation Lab (Kering MIL)** continues. Established in Milan in 2013, the **Kering MIL** operates as an internal research facility of the Kering Group, focused on minimizing the environmental footprint of its brands by pioneering the transition towards a sustainable supply chain. With a decade of expertise in the sustainability field, Kering MIL's involvement will focus on a practical approach to accelerate the adoption of innovative, low-impact materials and processes in the S|STYLE designers' collections.

Each designer will present a look based on the theme of this edition: circular luxury. This involves using the expertise and know-how of selected producers to create specialized supply chains and networks for the production of high-quality recycled textile materials mixed with virgin fibers aligned with Kering's Sustainability Standards*. The materials range from denim, jersey, canvas, and twill, and include those derived from agricultural waste to pre- and post-consumer textiles, from mechanical to chemical recycling, featuring both open loop and closed loop systems, from cotton to polyester, with the goal of proposing "the best in class" in circular textile solutions. On **June 12th at 12.00** the looks will be revealed with a presentation-performance inside the exhibition area.

The participating brands are **Buzigahill** (Uganda), **Caoihme Dowling** (Denmark/Ireland), **Denzilpatrick** (United Kingdom), **Domenico Orefice** (Italy), **Florania** (Italy), **Guido Vera** (Chile), **Permu** (China/United Kingdom), **TOLO** (Italy), **Unsung Weavers** (Greece), and **Viapiave33** (Italy).

Lapo Cianchi, head of communication and special projects at Pitti Immagine and general secretary of the Pitti Discovery Foundation, comments: *"As we reach the eighth edition of S|Style, we are proud to have showcased and elevated a generation of international fashion designers through careful curation. Perhaps the first to be fully aware, in both behavior and action, of what it means to engage in creative and original work with a strong cultural knowledge and a sense of responsibility. The collaboration with Kering MIL has added a fundamental element to concretely assist designers in understanding and using the most innovative materials for high-quality, research-driven design."*

Christian Tubito, Director of MIL, states: *"In this edition, we have asked 10 emerging brands to dedicate sculptural, genderless, seasonless, over-the-top, and excessive looks to Kering, giving their creativity a chance to reinterpret the concept of circular luxury and the new generation of circular textile solutions. The materials provided to them result from continuous research and development by MIL, which combines the expertise of textile recycling with the heritage of processing virgin fibers, aligned with our Sustainability Standards, and merges the necessary physical-mechanical qualities with ae-*

sthetic ones for luxury applications. Our ongoing collaboration with yarn and fabric producers, garnett operators, top makers, and all other selected supply chain operators is key for us because it allows us to co-create new solutions, focusing our efforts on achieving increasingly high-quality results."

Giorgia Cantarini, journalist, stylist, and curator of S|STYLE, adds: "The most interesting aspect of this partnership is that it represents a real investment in the young talents of tomorrow. The project brings together a collaborative group of designers, training them to work with innovative materials, with a focus on creativity under the aegis of respect for the environment and people. Kering's expertise and the business world at Pitti Uomo team up in a system for the future of fashion. S|STYLE is the most tangible experience that an emerging designer could wish for."

For **S|STYLE 2024**, a completely revamped setup makes the concept of circularity central to the collection presentation thanks to the creative contribution of by **Massimiliano Giannelli**, founder and owner of the boutique and e-shop **Société Anonyme**: "Stonehenge, an ancient assembly of stones arranged in a perfectly circular structure, raises questions about the cyclical nature of time and human existence. Looking to nature's cycles, sustainable fashion aims to minimize waste and extend the lifespan of products: like Stonehenge, which has withstood the test of time, it leaves a lasting imprint. By adopting circular and sustainable practices, we can hope to preserve not just the planet but the very existence of fashion itself."

Using sustainable materials, **IAMMI**, a design studio exploring new aesthetics, highlights the importance of this value within the creative and design process. Stephanie Blanchard, the Italian-French art director at IAMMI, chose the Tofu collection to furnish the spaces of S|STYLE in Fortezza. Seats, benches, and small tables reflect the nature of rocks. A soft core for an engaging tactile experience due to the artisanal processing of recycled foam.

Here are the profiles of the ten brands featured in this edition:

BUZIGAHILL (Uganda) _ Founded by Bobby Kolade, this young brand aims to revitalize the once-thriving Ugandan textile industry with its "RETURN TO SENDER" project, which regenerates Western second-hand clothes. A small team in Kampala selects and redesigns these garments to create a collection for export, focusing on sporty-urban style, upcycled clothing, and fair-trade practices.

CAOIMHE DOWLING (Denmark) _ Based in Copenhagen, Caoimhe Dowling launched her brand after completing an MA at the Royal Danish Academy in "Fashion, Clothing & Textiles." Known for her fascination with blue, her graduate collection "Turning Blue" reflects on post-pandemic sadness and pays homage to craftspeople from Scotland, Ireland, and Denmark. Stand-out piece: a tweed coat made from double-twisted Donegal Yarns. Influences include punk and the nature-friendly ethos of Kibbo Kift.

DENZIL PATRICK (UK) _ A London-based menswear brand from Founder and Creative Director Daniel Gayle, who was born and raised in Peckham, South London, and is of mixed Irish and Jamaican heritage. Denzilpatrick is named after his grandfathers; a deeply personal homage to his own family history. Alongside his role as Creative Director of Maison Kitsune, Gayle brings to the brand extensive experience from previous senior roles at Philip Lim, Kenzo, and Victoria Beckham. With Denzilpatrick, Gayle explores and develops a community-driven approach to fashion and manufacturing, built on people, personality, relationships, and respect.

DOMENICO OREFICE (Italy) _ In Domenico Orefice's brand, sportswear and innovation meet tailoring and craftsmanship in a symbiotic and functional coexistence, all underscored by a celebration of Made in Italy. Quality is also ensured thanks to collaborations with prominent Italian institutions such as Polimoda, Gruppo Florence, and Backdoor, with key focuses on planet respect, inclusivity, and innovation.

FLORANIA (Italy) _ A genderless and seasonless independent ready-to-wear brand, Florania offers a sustainable and artisanal total look crafted between Milan and Mantova. It started with an upcycled collection to which designer and illustrator Flora Rabitti added decor inspired by "Solar Punk." The

brand is a pioneer in textile experimentation and collaborates with companies that provide artisanal training to socially disadvantaged groups.

GUIDO VERA _ GUIDOVERACL (Chile) _ Based in Santiago, Chile, this cruelty-free brand was founded by Guido Vera, recognized by Forbes as one of the most influential talents in sustainable fashion evolution. Inspired by the peoples and landscapes of Patagonia, the brand offers minimal, genderless garments made from Chilean cotton, VINYLIFE, cactus leather, GOTS-certified Pima cotton, and high-tech, vegan, biodegradable fabrics, including materials from deadstock from the dictatorship era.

PERMU (China/United Kingdom) _ Based in London, Heyun Pan and Jing Qian conceived Permu to celebrate individuality beyond gender norms. Its design philosophy reinvents the future's uniform with classic lines that embrace cutting-edge creativity. The brand melds tailoring techniques with high-end textiles such as natural wool, silk, cotton, and both biodegradable and recyclable wool. The garments are minimalistic, elegant, and masculine, showcasing a commitment to meticulous craftsmanship, with every piece undergoing numerous processes to ensure top-quality design and adherence to Eastern philosophy.

TOLO (Italy) _ Founded by Francesco Tolotta, TOLO started as a custom-made project and evolved into a comprehensive collection. From the designer's artistic background comes a focus on details and color schemes. The style is urban and functional with outdoor and army influences, with a strong focus on environmental impact through conscious fabric selection and production volume, respecting people and the planet.

UNSUNG WEAVERS (Greece) _ A brand deeply rooted in history and culture. It offers a collection of unique hand-made garments that reuse blankets recovered from Mediterranean villages. Materials breathe new life into the ancient craft of weaving. Each piece is hand-sewn from unique patterns based on archetypes like shepherd capes or monastic robes. Production relies on natural cycles, such as using only rainwater.

VIPIAVE33 (Italy) _ A forward-looking brand that operates in the present, offering ready-to-wear, accessories, objects, and experiences related to contemporary man's relationship with nature and technology. The creative project is built on respect and fairness towards humans, animals, and the environment, exploring the intersection of technology and primitivism. Key concepts include fabrics research, sustainability, and the dialogue between tradition and innovation.

About the Kering Material Innovation Lab:

In 2013, Kering Group established the Material Innovation Lab (MIL), which is dedicated to sourcing materials and fabrics aligned with Kering's Sustainability Standards. Based in Milan, MIL has curated a continuously updated fabric collection, enabling the design teams of Kering brands to better understand materials that align with Kering's Sustainability Standards*. MIL also serves as an agent of change within a highly complex supply chain. It focuses on cotton, silk, cashmere, viscose, and polyester. This allows the Group's fashion houses and key suppliers access to resources, tools, and new solutions to help them make choices that align with the Group's sustainability strategy in developing their products. Its database uses unique references for suppliers and their fabrics. The fabrics undergo thorough examination and are evaluated against external standards and certifications, as well as an exclusive MIL tool developed per the EP&L methodology.*

About S|STYLE:

The S|STYLE project, now in its eighth edition, was launched in 2020 amid the pandemic to address a cultural, social, and market need for discussing, discovering, and showcasing a new way of conceptualizing collections and seasonality with respect for the environment and an eye towards the future. The selection of participating brands is based on social and environmental responsibility criteria, core values that define the DNA of each brand while also emphasizing creativity and design. Since its first edition, it has served as a hub that has featured talents such as Connor McKnight, Y/Project with the launch of its "Evergreen" collection, Phipps (which now has a collaboration with Boss), Federico Cina,

the winner of "Who's on Next," and Uniforme, a finalist for the "Andam prize." Among the latest recognitions, S.S Daley, the 2022 LVMH Prize winner, presented his first collection at Pitti Uomo in 2024..

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