



PITTI IMMAGINE UOMO

Pitti Immagine presents
MARINE SERRE, *Guest Designer*
of the next edition of
Pitti Immagine Uomo, n.106

Marine Serre, Founder and Creative Director of the eponymous brand, will be **Guest Designer** at **Pitti Immagine Uomo 106 (Florence, 11-14 June 2024)**. 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 the occasion of Pitti Uomo. On **Wednesday, 12th June**, Villa di Maiano will host the new **MARINE SERRE Menswear collection**.

"Marine Serre's shows convey a peculiar feeling - **says Francesca Tacconi, Special Events Coordinator of Pitti Immagine**. From her vision and her path, which have been in our radar for a few seasons, comes out a concentration of pride and discipline. As an athlete as she was, Marine designs garments ready to overcome generational constraints as the test of time. Clothes suitable for going out into the world, beautiful to look at and feel on, which speak of mental attitude and personality, of style and bearing. It is the result of tenacious virtuosity, this way of tying together the needs of the present and fabrics of the past, experimenting with the ars combinatoria of upcycling, between sustainable and innovative fibres. Captured by the precise approach to the contemporary and by the freshness of a formal reinterpretation that enhances the body, it seemed natural to invite Marine Serre to Florence as guest designer of the June edition. To celebrate, together with her achievements, the official debut of the men's collection of her brand".

"I am really excited to present my next show in Florence on the 12th of June. It's an honor for me and my team to be the Guest Designer of Pitti Uomo this season. We're looking forward to bringing the essence of MARINE SERRE to Florence, mixing craftsmanship our way, and shaking the lines of what's expected to be, bringing imagination at the service of transformation", **Marine Serre**

About MARINE SERRE

From the outset, Marine Serre's critically acclaimed collections garnered a cult following. A radically independent brand has emerged with a hybrid mixture of classic French couture shapes, sportswear references and fabrics. The House pioneers the production of new garments based on end-of-life materials, a practice Serre labels as Regenerated, and that has been fundamental to her ethos since her debut collection in 2016. The Regeneration practice marks a revolutionary commitment to circularity in the fashion industry's global network that encompasses the sourcing of fabrics, production, and the design process as a whole. These values are melded with a combination of cultural and epochal references, that experiment with the idea of inventing new cultures – a new way of living.

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