

# PAUL SMITH TO OPEN 106<sup>TH</sup> PITTI IMMAGINE UOMO IN JUNE WITH LAUNCH OF SPRING/SUMMER 2025 MENSWEAR COLLECTION

**Since the company's beginnings in 1970, Paul Smith has been synonymous with the suit. Helping to reinvigorate men's tailoring, Paul was part of a new wave of designers who took a playful approach to the well-established tenets of formal clothing, creating something unprecedented while paying respect to the past. And it's with this in mind that Paul Smith announces its return to Pitti Immagine Uomo, an event which has a particular reverence for tailored clothing.**

Beginning in 1972, Pitti Immagine's history of championing craft, quality and timeless design is almost as long as Paul's. It stands as a representation of the very best in fashion, bringing the world's finest designers together in the heart of Florence.

On 11th June 2024, Paul Smith will return to Pitti Immagine Uomo, opening its SS25 presentation to buyers and press.

**Sir Paul Smith says:** "I am very excited to be opening Pitti Uomo with the debut of my Spring/Summer 25 men's collection on Tuesday 11th June. I was one of the first guest designers to be invited to show at Pitti back in 1993 and I think that it's a wonderful moment that highlights some of the best menswear around in a very real way. I am looking forward to presenting my collection in a more personal setting, the return to Florence feels like just the right thing to do."

**Raffaello Napoleone, CEO of Pitti Immagine, says:** "Paul Smith is a visionary designer, a creative with endless curiosity, an inexhaustible enthusiast, a gentleman of natural elegance, an ambassador of British creativity, a fashion lover, and a biker. And for us - for me personally and for Pitti Immagine - he is a great friend. The connection between Sir Paul Smith and Pitti has led us to create many memorable events over these thirty years: we are honored that another stage of this incredible race will take place in Florence at the next Pitti."

More information to follow.

## About Paul Smith

Paul Smith is Britain's leading independent design company. Paul Smith champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it's a shirt, a shop or a special collaboration. Paul Smith is a British company with a global outlook. What began in a small, 3 x 3 meter shop in Nottingham, England in 1970 has grown to 130 shops and counting around the world, with locations in over 60 countries.