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Pierre-Louis Mascia

Unpredictable classic

Spring / Summer 2025

Le Cavalier Bleu



"Notre but est de montrer dans la variété des formes représentées comment le désir intérieur des artistes se réalise de multiples façons". Vasilij Kandinsky

For Spring/Summer 2025, **Pierre-Louis Mascia** draws inspiration from the German "Der Blaue Reiter" movement, a group of artists from the early 1900s that included - among others – Vasilij Kandinsky.

In a world centered on duality - black and white, yes and no, right and wrong - the designer conceives the collection as a painter's palette, an inner journey to detach from reality and give life to pure colors and shapes.

Through floral and geometric motifs, the concept of intellectual freedom emerges, from which comes a romantic and delicate collection, enriched by a natural palette inspired by earth tones, skillfully mixed with more vibrant and impactful nuances. The declination of colors, however, is almost secondary to that of ideas, which allows to tell emotions through shapes, cultures, materials and prints.

With this collection, Pierre-Louis Mascia marks a turning point for the brand, which for the first time has decided to hold a real fashion show in Florence, at the striking Tepidarium Giacomo Roster, an elegant Art Nouveau-style glass greenhouse immersed in the green of the Giardino dell'Orticultura.

"Thanks to the support of Pitti, which has accompanied us during these years of growth at Pitti Immagine Uomo, we decided to take a step forward: we are a teenage brand that is entering adulthood. This crystal palace under the Florentine sky seemed to us the ideal setting for our fashion show, and the synergy with Achille Pinto allows us to best express the peculiarities of this special collection, thanks to their know-how." says Pierre-Louis Mascia.

"The project-event that Pierre-Louis Mascia has developed for June," said Antonio Cristaudo, Pitti Immagine Director of Marketing and Development, *"reflects his strong ties with Florence and Pitti Uomo. Ever since the beginning we believed in the uniqueness of his vision: a strong stylistic imprint, the distinctive lines of his collections between graphic patterns and floral prints, archive research, and excellent materials. We are happy and proud to celebrate Pierre-Louis in Florence."*

Pierre-Louis Mascia

Pierre-Louis Mascia, trained as an illustrator, comes from Toulouse in France. He created the Pierre-Louis Mascia collection in 2007, with the collaboration of the Uliassi brothers, owners of the Achille Pinto silk print shop in Como, with almost ninety years of excellence in the sector. The collection began with a series of scarves, and then grew into a true lifestyle offering that includes apparel and accessories. Pierre-Louis Mascia uses collage to create intricate patterns of surprising visual clarity that he prints onto wearable objects. The cut-up is an integral part of his life, from the prints he conceives to the lifestyle he constantly commutes between France and Italy.

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