



**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 collaboration with Pitti Immagine is tangible proof of our commitment to supporting one of the key sectors of the Italian economy," explains **Annalisa Areni**, Head of Client Strategies at UniCredit Italia. "It's a partnership we advance along two main lines: on one side, activating collaboration pathways to support companies in the sector in sustainability, innovation, and internationalization; on the other, implementing activities aimed at supporting the young talents of Italian fashion. Initiatives that manifest in projects like the CFMI Academy, which, through a series of seminars mainly focused on ESG issues, facilitates the provision of educational moments for Fashion Design students. A project aligned with one of our Group's main goals: to actively support new generations by equipping them with the necessary tools to realize their potential fully".

The **CFMI Academy**, a project involving **13 Italian Fashion Design schools** identified through collaboration with **Piattaforma Sistema Formativo Moda** and **Polimoda**, debuted last January and has already engaged around a hundred participants in an initial module focused on ESG themes. The second session is scheduled for **June 27** during **Pitti Immagine Filati** event.

This project 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.