



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 **CFMI Academy**, a project involving **13 Italian Fashion Design schools** with the 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.

"The commitment put into the realization of the CFMI Academy," explains **Annalisa Areni**, Head of Client Strategies at UniCredit Italy, "reflects our ongoing and multifaceted support for the fashion sector. With this initiative, we aim to promote advanced training opportunities for Fashion Design students. More specifically, through cycles of seminars dedicated to sustainability and business culture, we strive to make theoretical teaching more relevant to the operational issues experienced daily by businesses. This is an opportunity for young talents determined to enhance their technical and overall skills to better face future professional challenges."

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. The synergy between UniCredit and Pitti Immagine also involves active collaboration to support companies in the sector in meeting the challenges of sustainability and internationalization. It aims to enrich the educational offerings initiated by Pitti with fashion schools, enhancing the growth journey of young talents.

The next event is scheduled for **Pitti Immagine Filati 95**, the leading international trade show for the yarn and knitwear industry, **held at Fortezza Da Basso from June 25 to 27, 2024**.