



PITTI IMMAGINE UOMO

PITTI UOMO 107
Firenze, Fortezza da Basso
14-17 January 2025

**The new edition of the most coveted
international menswear event**

FIRE is the theme for January 2025

**Leading names in men's fashion and lifestyle
will present their Fall/Winter 2025 collections**

786 brands, with 45% being international
Setchu and MM6 Maison Margiela
are the two guest designers.

**Plus, expect debuts, presentations, and events
both at the Fortezza and throughout the city.**

The winter edition of Pitti Uomo, number 107, will be held at **Florence's Fortezza da Basso** from **January 14 to 17, 2025**. During these days, as if in a grand showcase, the spotlight will shine on the **Fall/Winter 2025** collections from almost **790 brands**, of which **45% are international**.

Pitti Uomo is a journey into the world of menswear and its ongoing evolution, a stage for showcasing new ideas, trends, and collaborative projects through an exhibition path divided into five sections (Fantastic Classic, Futuro Maschile, Dynamic Attitude, Superstyling, and I Go Out), and a curated calendar of special events, offering a comprehensive look at the many facets of men's fashion.

This season will feature two guest designers: Satoshi Kuwata, who has chosen Florence for the first runway show of his brand Setchu, and MM6 Maison Margiela, which has created an exclusive 100% menswear collection for Pitti Uomo. Many other new projects will be presented at the Fortezza, also through special connections with the world of art and photography, from established names to the most innovative research-driven brands, not to mention the lifestyle segment, which is becoming increasingly influential.

"Fashion is going through a complex phase of transition," **says Raffaello Napoleone, CEO of Pitti Immagine**, "and here at Pitti Immagine, we can't just stand by and watch. We need to interpret this change, translating it into market decisions and communication strategies, even if it means taking risks. For instance, we've pushed more than ever before on mixing product categories, boldly blending fashion and lifestyle. We've also chosen to focus special attention on *running* culture, viewing it as a phenomenon that fosters an ideal community beyond mere consumption, a model that could inspire similar projects driven by emerging trends likely to make a lasting mark. Equally exciting is the space we've dedicated to international collaborations led by other promotional organizations: it's a unique feature of the show, allowing us to explore, select, and catalog the most significant developments in the fashion world."

The Ministry of Foreign Affairs and International Cooperation and ICE Agency for the Pitti Immagine Fashion Trade Shows 2024

The Ministry of Foreign Affairs and International Cooperation and ICE – the Agency for the promotion and internationalization of Italian companies abroad – are enhancing Florence's role in the internationalization strategy of Italian fashion by supporting the 2025 Pitti Immagine fashion trade shows. Their contribution is crucial to the incoming program of top foreign operators and communication.



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"Thanks to this collaboration," **says Agostino Poletto, General Director of Pitti Immagine**, "we can invest valuable resources in inviting the most influential men's fashion and lifestyle buyers and buyers from emerging markets, whether they're potential new clients for high-quality Made in Italy products or those who are already becoming important for our national exhibitors. For this initiative, we've worked with ICE staff abroad, who consistently demonstrate expertise and deep knowledge of their respective distribution and consumption contexts, crucial elements for effective planning."

UniCredit is the Main Partner of Pitti Immagine

Since 2020, UniCredit has been the main partner of Pitti Immagine's shows, bringing ideas, projects, and resources to support the development of local areas and the productive and market excellence of Made in Italy showcased at Pitti Immagine's events.

A path now enriched by a focus on education, thanks to the creation of **CFMI Academy**, launched in January 2024 through a partnership between the Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit. This project, supported by a new grant, evolves from a seminar-based educational approach into a research-driven program, aiming to stimulate entrepreneurial ideas and launch a new generation of creatives, designers, and entrepreneurs in fashion – a key sector of Made in Italy undergoing many changes.

"CFMI Academy reaffirms the attention and support," **explains Stefano Gallo, Head of Territorial Development at UniCredit**, "that the bank dedicates on multiple fronts to this flagship sector of Made in Italy. Supporting new entrepreneurship is part of our business mission, as is promoting innovations that can enable companies in the sector to advance in digital transformation, supply chain traceability, and circular economy models. Through the Academy, we aim to concretely develop young people's entrepreneurial skills, allowing them to experience firsthand the challenges and rewards of starting a business. By providing the know-how of our professionals, we will guide them through an important step, laying the groundwork for a new generation of creative talents capable of making their mark in Italy's fashion industry, meeting the challenges of innovation and sustainability."

The next **CFMI Academy** event is scheduled to take place in **Florence** at the **Fortezza da Basso** on **Thursday, January 30, 2025**, the final day of the 96th edition of **Pitti Immagine Filati** (January 28-30, 2025).

Buyers

From the most prominent department stores, boutiques, specialty stores, and concept stores worldwide, the most influential top buyers will be in attendance.

Here are some of their names: **10 Corso Como** (South Korea); **2nd Academic Store** (United Kingdom); **Abba** (Italy); **Adptmode** (United Kingdom); **Agiemme** (Italy); **Alessandrelli** (Italy); **Ali Bin Ali** (Qatar); **Alshaya** (Kuwait); **Altitude** (Canada); **Aquerreta** (Spain); **Autograph** (United Kingdom); **Auzmendi** (Spain); **Avart** (Switzerland); **B1OCK** (China); **Barneys** (Japan); **Beaker** (South Korea); **Beams** (Japan); **Beymen** (Turkey); **Bergdorf Goodman** (United States); **Block** (China); **Bloomingdale's** (United States); **Bodega** (United States); **Boyd's** (United States); **Boyer Group** (Turkey); **Braun Hamburg** (Germany); **Breuninger** (Germany); **Brown Thomas** (Ireland); **Bungalow** (Germany); **Cina Vercesi** (Italy); **Clemente Candido & Figli** (Italy); **Code 7** (Russia); **Coraggio Boutique** (Kazakhstan); **Corner 106** (Russia); **Crocus Group** (Russia); **Cuccuini** (Italy); **Cupertino** (Italy); **Daimaru Matsuzakaya Department Stores** (Japan); **Dantendorfer** (Austria); **David Jones** (Australia); **DeLuis** (Spain); **DFS La Samaritaine** (France); **Doe** (China); **Dover Street Market** (United Kingdom); **End Clothing** (United Kingdom); **Eng** (China); **Flanella** (Italy); **Fourm Lounge - The Handsome Group** (South Korea); **Frida** (Germany); **Galleries Lafayette** (China); **Galleries Lafayette** (France); **Galleries LaFayette Dubai Mall** (United Arab Emirates); **Gaudenzi Boutique** (Italy); **Gestimoda** (Italy); **Giulio** (United Kingdom); **Globus** (Switzerland); **Graenicher** (Switzerland); **Guarini** (Italy); **H Lorenzo** (United States); **Hankyu Hanshin** (Japan); **Harros** (United Kingdom); **Harvey Nichols** (United Kingdom); **Harvey Nichols Doha** (Qatar); **Highsnobiety** (Germany); **Hirmer** (Germany); **Holt Renfrew** (Canada); **Idrisi** (Spain); **Isetan Mitsukoshi** (Japan); **Itochu Italiana**



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(Italy); **Itochu Osaka** (Japan); **Janes** (Portugal); **Jean Pierre Bua** (Spain); **John Lewis** (United Kingdom); **Kilto** (Italy); **Layers** (United Kingdom); **Level Shoes** (United Arab Emirates); **Lodenfrey** (Germany); **Lorenz Bach** (Switzerland); **Lukse** (Russia); **Lux Commerce** (Kazakistan); **M69** (Spain); **Machine A** (United Kingdom); **Marinotti** (Italy); **Marks & Spencer** (United Kingdom); **Marubeni Corporation** (Japan); **Michele Inzerillo** (Italy); **Mida** (Italy); **Mida (Rione Fontana)** (Italy); **Milani Spinazzè** (Italia); **Minetti** (Italy); **Moda404** (United States); **Modestamente Group** (Bulgaria); **Monn** (Switzerland); **Morini** (Italy); **Mr Porter** (United Kingdom); **Mytheresa** (Germany); **Neiman Marcus** (United States); **Neom** (United Arab Emirates); **Newseum** (Germany); **Nk Herrekipering** (Sweden); **Noha** (Italy); **Nordstrom** (United States); **Norse** (Denmark); **Onward Kashiya** (Japan); **Onyx** (Italy); **Peek & Cloppenburg** (Germany); **Peggs & Sons** (United Kingdom); **Pizzolante** (Italia); **Pokets** (United Kingdom); **Printemps** (France); **Quadrifoglio Consulting** (Italy); **Radiance Blue** (China); **Ramiro Diaz** (Spain); **Richard Gelding** (United Kingdom); **Rinascente** (Italy); **Reiss** (United Kingdom); **Reyer Sport Und Mode** (Austria); **Road Sign** (Taiwan); **Robert Old** (United Kingdom); **Rosa & Teixeira** (Portugal); **Royal Men Boutique** (Romania); **Rustan** (Philippines); **Sadko** (Ukraine); **Saks Fifth Avenue** (United States); **SAM GG/Tessabit** (Italy); **Salvatore Schito** (Switzerland); **Santa Eulalia** (Spain); **Sarto** (Malta); **Selfridges** (United Kingdom); **Ships** (Japan); **Silver Deer** (Mexico); **SKP** (China); **Smets** (Belgium/Luxembourg); **SNS** (United Kingdom); **Sok Consumer Goods** (Finland); **Sole Trader** (United Kingdom); **Sportivo** (Spain); **Stella Boutiques** (Italy); **Stiesing** (Germany); **Takashimaya** (Japan); **Takashimaya Italia** (Italy); **Tatum** (Italy); **The Business** (United Kingdom); **The Superior Shop** (United States); **The Webster** (United States); **Tonic** (United Kingdom); **Trends** (Taiwan); **Triple Major** (China); **Trunk** (United Kingdom); **Tsum** (Russia); **Tufano** (Italy); **United Arrows** (Japan); **Vestil** (Italy); **Voo Store** (Germany); **Wagener Modehaus** (Germany); **Wako** (Japan); **Worksout** (South Korea).

FIRE:

The new theme of the winter Pitti Immagine shows

This January, Pitti Immagine's winter shows embrace fire as a unifying element to capture the essence and spirit of the upcoming season. **FIRE** is the theme behind the new ad campaigns, created under the **creative direction** of **Angelo Figus**, with graphic editing by **Alessandro Gori**. The "**I'm on FIRE**" campaign for Pitti Uomo was captured by **photographer Andrea Ariano**: four striking male portraits glow, presenting an emotional, warm, and sensual image that, in the mini-clip accompanying the campaign, takes on a slight movement, like a flickering flame. **FIRE** will also inspire the design setup at the Fortezza da Basso, curated by **Alessandro Moradei**.

"It's a recognition of the generative power of this primal element," **says Agostino Poletto, General Director of Pitti Immagine**. "Fire brings people together, warming both body and soul, drawing attention and pointing the way. It serves to entertain, amaze, inspire, melt old ideas and habits, and forge new ones – just like fashion does. We'll spark excitement, ignite desires, and focus on challenges and solutions, just as Pitti Uomo always does."

(see dedicated press release)

Exhibiting brands

786 brands in total

of which 45% are international

All the brands participating in Pitti Uomo 107 at the Fortezza da Basso are also featured on the digital platform Pitti Connect.

The Pitti Uomo itinerary

The Fortezza da Basso, like a grand department store, welcomes Pitti Uomo exhibitors and offers visitors a curated mix of brands and styles that meet market demands. The five sections – **Fantastic Classic**, **Futuro Maschile**, **Dynamic Attitude**, **Superstyling**, and **I Go Out** – are confirmed, showcasing the Fall/Winter 2025 collections: from classic to casual, including innovative and outdoor wear. This edition also introduces an exciting new addition: **Knees Up Running Space @ Pitti Uomo 107**.



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New!

Knees Up Running Space @ Pitti Uomo 107

Knees Up Running Space is the debuting project created in collaboration with **Knees Up**. It will take shape within the I Go Out section with a special space that captures one of the most significant cultural and social trends of recent years: the passion for running, an activity that brings together communities interested in an active lifestyle and style. Knees Up is a multifunctional space born in London at the intersection of fashion, running, and events. It serves as both a physical and digital destination: a café, bar and shop featuring a curated selection of young and exciting brands, while also providing a place for meets, classes, talks, and fashion launches.

At Pitti Uomo 107, Knees Up Running Space will serve as a gathering spot for those looking to experience and explore a unique take on the contemporary running scene. The space will showcase a carefully curated selection of emerging and established boutique brands from around the world. On display will be accessories and apparel with unique features, symbolizing the latest shift in running, design, and style. Featured brands: **Alex Zono // Kuta Distance L.AB // Nnormal // Portal // Raide Research // SOAR // TIEMPOS™ // Unna**

The 5 sections

Fantastic Classic

The evolution of classic style in its most refined and modern expression. From iconic Made in Italy brands to the pinnacle of international tailoring, this is a journey through the forms and materials of the classic wardrobe, always in touch with the contemporary. The destination: impeccable outfits and formal pieces made to be lived in now, yet crafted to last. A style for today's gentleman and those of the past, defined by the rhythm of timeless elegance.

Among the FANTASTIC CLASSIC brands:

04651/ A Trip in a Bag; Alberto Luti; Alessandro Gherardi; Amerigo Vespucci Collection by Marina Militare; A.T.P.CO; Barmas; Belvest; Billionaire; Bluemint; Bob; Bomboogie; Brett Johnson; Briglia 1949; Brunello Cucinelli; Caruso; Crockett & Jones; Cruna; Damat Tween; Digel; Doriani Cashmere; Doucal's; Dressler; Edward Green; Emanuele Maffei dal 1958; Eton; Fabi; Felipe Fiallo; Fox Umbrellas; FTC; Gabriele Pasini; Gran Sasso; Guglielminotti; Herno; Herno Laminar; Jamieson's of Shetland; Joseph Cheaney & Sons; Kired; L.B.M. 1911; Leathersmith Of London; L'impermeabile; Loake; Lorenzoni; Luigi Bianchi; Luis Trenker; Mackintosh; Manuel Ritz; Manzoni24; Marco Pescarolo Napoli; Munro Tailoring; Nobis; Paoloni; Paul & Shark; People of Shibuya; Piacenza 1733; Piquadro; Robert Talbott; Roy Roger's; Sand Menswear; Sartorio; Sonrisa Camiceria Uomo; Stefano Ricci; Stetson; Stuart Weitzman; Studio Seidensticker; Suns; Svevo; Tateossian London; Tattras; TBD Eyewear; Tintoria Mattei; TMB; Tombolini; Tramarossa; Valsport; Xacus.

Futuro Maschile

The universe of contemporary menswear in all its diverse expressions. Futuro Maschile is, by definition, the space where contemporary classics meet innovation: combinations, creative influences, and new atmospheres. The goal is to shape a comprehensive vision of more conscious and evolved menswear—a selection of brands open to the fusion of styles, embracing an elegance that goes beyond formal. From technical outerwear to tailored trousers, from handcrafted accessories to luxury knitwear and eco-conscious projects.

Among the FUTURO MASCHILE brands:

Alan Scott; Arma; Avant Toi; Bonastre; Caleb Paris; Cohérence; De Bonne Facture; Denobiliaryparticle; D-Vec; Faliero Sarti; Felisi; G.R.P.; Hannes Roether; Henderson; Heschung; Hestra; Hidesign; Hul Le Kes; Ikiji; Inis Meáin Ireland; Isabel Benenato; J∞quality; Jacques Solovière Paris; John Smedley; Kieffermann; Lisa Yang; Lodenfrey; Ma' Ry' Ya; Magazzino Ricambi; McGeorge of Scotland; Mii; Nine: Inthe: Morning; Paraboot; Paul & Joe; Premiata; Ring Jacket; Roberto Collina; Scaglione; Stefan Brandt; Teclor; Tela Genova; Timothée Paris; Tricker's; Viberg; Zen.

Dynamic Attitude

The lifestyle passion for dynamism drives the collections showcased at *Dynamic Attitude*. At the forefront is a selection of brands renowned for their ability to blend contemporary sensibilities, a sport-



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inspired edge, and streetwear solutions. Freedom and comfort become everyday essentials, alongside the fusion of modern design with vintage influences, innovative details, and a technological spirit.

Among the DYNAMIC ATTITUDE brands:

24bottles; Aeronautica Militare; Alphatauri; Anerkjendt; B.D. Baggies; Baracuta; Barbour; Bikkembergs; Blundstone; Berghaus; Cala 1789; Canadian; Champion; Copenhagen Studios; Crocs; Cycle; Dirty London; Duno; Ecoalf; Ellesse; Etonic; Filson; Gabba; Gas; Gaudi' Uomo; Goorin Bros.; Got Bag; G-Star Raw; Guess Jeans; Guess Man; HC; Henry Cotton's; Juicy Couture; Kangol; Karl Lagerfeld; Knt Kiton New Textures; Krakatau; Lotto Leggenda; MA.STRUM; Mc2 Saint Barth; Mou; Outthere; Plein Sport; Rag & Bone; Rodd & Gunn New Zealand; Sebago; SSeinse; Sun68; Superga; U.S. Polo Assn.; Voile Blanche.

Superstyling

Exploring new dimensions of style, with a talent for anticipating trends. The focus is on bold aesthetic choices, backed by tailoring expertise that continuously adapts to change. This space is designed to capture emerging moods and reflect the diversity of expressive needs. An international selection of highly creative collections, notable for their genderless cuts and seasonless appeal.

Among the SUPERSTYLING brands:

#Whysocerealz!; A Leather; Again; Alfronce; Alpe Piano; Amaranto; American Vintage; Armor Lux; Astorflex; Berni; Bonheur; Campomaggi Outdoor; Captain Santors; Cookman; Coopettebros; Croots England; Daniele Alessandrini; Flower Mountain; Gallia Knit Project; Goldwin; H.Katsukawa Co.Ltd; Hankalex; Harris Wharf London; Haver Sack; Id.Eight; L.F. Lidfort; La Paz; Les Hommes White Label; Llosa; Manifattura Ceccarelli; Mooncastle; Mouty; Nanamica; Neutra; Noyoco; Onthebund; Open Era; Regal Shoe & Co; Resolute; Sanders; Six Coup De Foudre; Skarabeos; Story Wear; The Chino Revived; The Original Playboy 1936; The.Nim; The Mercer Brand; TRC; Twopointone; U-Dot; Unimatic; Valabasas; Veldskoen Shoes; Wasted by Potato Head; Wundercamera Wardrobe; Yuhaku; Zermatt.

I Go Out

A passion for open spaces and nature-inspired sports meets the most advanced style innovation. This section of the showcase captures the contemporary outdoor mood, featuring a special selection of projects and innovative products—a harmonious blend of style and performance, functionality, and ambitious design. Alongside, a range of items inspired by an environmentally friendly philosophy, with creativity that reaches into other passions, from travel to photography.

Among the I GO OUT brands:

7L System; Alex Zono; Allied Feather + Down; Côte&Ciel; Cotopaxi; Coxmoore; Danner; Db; Elliker; Endura Ltd; Equipement De Vie; Jack Wolfskin; Kahru; Keen; Kuta Distance L. Ab; Minnessak; Monofoo; Nnormal; Norda; Osprey; Pas Normal Studios; Portal; Quartz Co; Raide Research; Rrd Roberto Ricci Designs; Scandinavian Edition; Shore Studios; Snow Peak; Soar Running; Teva; Tiempos™; Unna; Uppervoid.

Special Event Guests

SATOSHI KUWATA - SETCHU

Guest Designer Pitti Uomo 107

Satoshi Kuwata, Founder and Creative Director of SETCHU, is Guest Designer for Pitti Immagine Uomo 107. For this occasion, the winner of the 2023 CNMI Fashion Trust Grant for independent designers and the 2023 LVMH Prize for Young Fashion Designers will present his first-ever fashion



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show in Florence.

(see dedicated press release)

MM6 MAISON MARGIELA

Guest Designer Pitti Uomo 107

MM6 Maison Margiela is Guest Designer for Pitti Immagine Uomo 107. The avant-garde brand will present a men's collection designed exclusively for this event, set to take place at a yet-to-be-revealed location in Florence.

(see dedicated press release)

International collaborations at the Fortezza da Basso

_ CHINA WAVE

The best contemporary Chinese menswear arrives at the Fortezza thanks to CHINA WAVE, the result of the partnership between Pitti Uomo and the China National Garment Association. The spaces of the Costruzioni Lorenesi will showcase brands and designers selected for "CHIC in Pitti Uomo," an initiative through which CHIC (China International Fashion Fair) aims to promote Chinese labels distinguished by quality and aesthetics. CHINA WAVE is the theme CHIC chose to characterize the pavilion and present to the international community of Pitti Chinese excellence in contemporary menswear. The confirmed participating brands include: **Beauty Berry; Conp; Crying Center; East 18 Pole; Faceon Lab; Fenggy; Inxx; Label U; Ok Center; Sewmod; Steepc; Suwukou; Unix T.**

_ SCANDINAVIAN MANIFESTO

The most innovative fashion proposals from the Nordic scene have been presented at Pitti Uomo for several editions in the *Scandinavian Manifesto* project, one of Pitti Immagine's most established international collaborations. This upcoming edition sees once again the showcase feature a selection of brands at the Costruzioni Lorenesi, the result of a partnership between **Pitti Uomo** and **CIFF**, the premier trade fair platform for Scandinavian fashion brands in Copenhagen.

Confirmed participating brands include: **Arkk Copenhagen, Brixtol Textile; Isnurh, MKDT Studio; Molebo, Nikben, NN07, Rue De Tokyo, Sneaky Steve; Unifrom; Woodbird.**

And on the event calendar, there's also a special Scandinavian-style breakfast dedicated to buyers and the press.

_ J QUALITY

Fifth edition of the J∞QUALITY project, curated by the Japan Apparel and Fashion Industry Association (JAFIC) with special consultancy from Mr. Hirofumi Kurino. The focus is on high-quality Japanese clothing and the country's textile and apparel production areas. For Pitti Uomo 107, the "**J∞QUALITY Factory Brand Project**" (JQFBP) has selected some of the best factories that produce collections aimed at the global market. Masato Koyama, designer and founder of the Heugn brand, returns as design director.

_ JAPAN LEATHER SHOWROOM

The "Creativity, Sustainability, and Craftsmanship" project returns, led by Japan's Ministry of Economy, Trade, and Industry (METI), which promotes sustainable production within Japan's leather industry. For Pitti Uomo, the initiative brings a special selection of six leather accessory brands. In the Sala delle Nazioni, the Japan Leather Showroom offers a glimpse into some of Japan's most fascinating and virtuous artisan enterprises, uniting design with sustainability. A cocktail party dedicated to the project is also scheduled.

The six featured brands are: **A Leather, H.KatSukawa Co.LTD, Regal Shoe&Co, Six coup de foudre, U-Dot, Yuhaku.**

_ PROMAS

The special focus on French creativity returns, thanks to a collaboration with Promas French Menswear Fédération and DEF1, the organization dedicated to developing French menswear. This partnership has launched Promas LIST, a platform facilitating direct dialogue between buyers and brands. At Pitti Uomo 107, a new selection of French brands is on display, including: **Adn Paris;**



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Again; American Vintage; Armor Lux; Bernard Zins; Caleb Paris; Chapal; Coltesse; De Bonne Facture; Homecore; Lafaurie; Llosa; Mii; Mouty; Noyoco.

Among the NEW ENTRIES and RETURNS at Pitti Uomo:

#Whysocerealz!; -1 Nordic Denim; A Leather; Alex Zono; Alfronce; Barbour; Berni; Billionaire; Bramani Cashmere; Brixton Textile; Caleb Paris; Caliban; Cascinelli; Caterpillar; Champion; Cookman; Daniele Alessandrini; Danner; Db; Endura; Engels & Marte; Equipement De Vie; Filmore; Gaudi; G-Star Raw; Guess Man; Gxfab; Hankalex; Haver Sack; HC; Heschung; Hestra; Hidesign; Inis Meáin Ireland; Kahru; Karl Lagerfeld; Krakatau; Kuta Distance L. Ab; Lisa Yang; Llosa; Lodenfrey; MA.STRUM; Mackintosh; Maison Faret; Mark Kenly Domino Tan; Mouty; Nn07; Nnormal; Neutra; Nobis; Outthere; Pas Normal Studios; Paul & Joe; Plein Sport; Portal; Quartz Co; Raide Research; Ring Jacket; Rrd Roberto Ricci Designs; Sebago; Shore Studios; Soar Running; Story Wear; Stuart Weitzman; Techin; Tiempos™; The Mercer Brand; Tramarossa; Twopointone; U-Dot; Unifrom; Unna; Uppervoid; Veldskoen Shoes; Viberg; Wasted By Potato Head; Yuhaku; Zardus; Zen; Zermatt.

Highlights @ Pitti Uomo 107

Debuts, important returns, anniversaries, and special collaborations. Here's a series of previews and special appearances at the January edition:

_ RRD - Roberto Ricci Designs

RRD returns to Pitti Uomo in the Polveriera spaces to present the new FW 25/26 collection, offering an innovative vision through a completely stitchless capsule designed for those who seek uncompromising style and comfort. The collection features a selection of trousers, outerwear, and sweatshirts, all made with cutting-edge technologies that eliminate traditional seams. Each piece is designed to provide an impeccable fit and unparalleled freedom of movement, embodying the essence of evolved clothing.

_ BASICNET

At Pitti Uomo 107, the iconic tennis shoe brand Superga will be featured, along with Sebago's new footwear and apparel collection showcased in a dedicated space.

_ W.P. LAVORI IN CORSO

W.P. Lavori in Corso will be at Pitti Uomo in a larger, revamped space. It will showcase the new collections from its renowned brands: Barbour (see paragraph below), Baracuta, Blundstone, Filson, Spiewak, and BD Baggies.

_ BARBOUR

The brand, founded in 1894 and famous for its waxed jackets, brings to Pitti Uomo the results of the Barbour x Baracuta collaboration. Additionally, it will showcase the men's and women's lines: Heritage Plus, Heritage Select, Modern Heritage, and Re-engineered. Special focus will be placed on footwear and accessories. In outerwear, new lightweight options for milder climates will be featured.

_ HIDESIGN

In the FUTURO MASCHILE section, a collective specializing in tailored workwear will showcase garments designed to withstand extreme climate conditions. This includes "AF WEAR," a wearable device equipped with the world's smallest compact fan.

The materials, developed in collaboration with Sumitomo Chemical Company, a major chemical manufacturer, and Moririn Co., a textile trading company, naturally regulate temperature to ensure comfort across all seasons. A presentation is scheduled at the stand.

_ MACKINTOSH

The historic English raincoat brand makes its return to Pitti Uomo to present its new collections, including the Mackintosh Mainline and collaborations with some of the world's leading fashion houses.



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For more than 200 years, Mackintosh has been one of the world's most influential coat makers, defined by its craftsmanship, unparalleled expertise and the constant evolution of its designs.

_ GUESS JEANS and GUESS MAN

At the Fortezza, Guess will showcase two of its brands: GUESS MAN in Spazio Orologio and GUESS JEANS in Padiglione Ghiaia. Together, they embody the American West Coast lifestyle and the future of denim through Nicolai Marciano's innovative vision.

_ RAG & BONE

Recently acquired by the Guess Group, the American brand Rag&Bone is participating for the second time in Pitti Uomo with an independent space. Renowned for its authentic style, particularly in denim, and for offering garments that embody the New York aesthetic.

_ G-STAR

Previewing at Pitti Uomo 107, G-STAR presents "Digging to the Future," a showcase that, reimagining the finest treasures from the brand's archive, represents the beginning of a new chapter pushing the boundaries of denim design. At Magazzino 07. An unexpected showcase that goes beyond the boundaries of denim and marks just the first of many new developments coming for the brand.

_ ALPHA TAURI

At the Costruzioni Lorenesi, the fashion lifestyle brand founded by Red Bull, presents their AW25 collection. Thanks to Wholegarment 3D-Knitwear technology, it offers signature structures in a wider range of performance yarns this season. In outerwear, the focus is on fusing weather-resistant technologies with zoned insulation, aiming to envelop the wearer in carefully tailored protective warmth.

_ STUART WEITZMAN

With over 35 years in the luxury women's footwear industry, Stuart Weitzman presents its Fall/Winter 2025 men's collection, combining technical expertise and artisanal Italian craftsmanship to deliver style, comfort and quality. Featuring three main lines, the collection offers a range of timeless, sophisticated silhouettes: Club (loafers and derbies designed for modern versatility and 24/7 comfort), Première (ultra-glam loafers and Oxfords), Resort (laid-back moccasins and slides).

_ NOBIS

The Canadian brand specializing in outerwear and technical apparel brings innovative pieces to Pitti Uomo, combining aesthetics and functionality. Designed to tackle climate challenges and support new adventures, these garments feature cutting-edge protection systems and high performance.

_ TRAMAROSSA

The historic Italian brand presents its collaboration with Abarth, a tribute to speed and craftsmanship. **Tramarossa x Abarth** is a limited-edition capsule collection: each piece is crafted through an artisanal process, involving the skilled hands of artisans who shape the product with the same care and precision that an Abarth mechanic uses to perfect every component of a sports engine. Red leather, chosen for some iconic details in the garments, echoes the interiors of Abarth cars, blending a sporty style with a tailoring tradition.

_ PREMIATA

The Italian luxury shoe brand PREMIATA, founded in 1885 in Montegrano, is showcasing its FW25 men's collection at Pitti Uomo, combining artisanal quality with innovation. Featuring a new clothing line alongside its prestigious footwear line, PREMIATA highlights the excellence of Made in Italy. The new collection strikes a perfect balance between elegance and modern functionality, with down jackets and bombers alongside high-quality coats ideal for a sophisticated style. Knitwear and t-shirts complete the offering, distinguished by timeless details and unique style.

_ ECOALF



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While Ecoalf is known for their iconic outerwear made with their Ocean Yarn, at this edition they will present a special 100% recycled wool capsule collection, so soft it feels like virgin cashmere. The handmade pieces are designed to become your timeless staples from season to season.

_ PAUL&JOE

Debuting at Pitti Uomo in the Futuro Maschile section, the French brand Paul & Joe showcases its distinctive tailoring, balancing preppy and pretty styles.

_ OUTHERE

The brand, recently acquired by Facib, unveils its Fall/Winter 25 collection preview at Pitti Uomo. Versatility, functionality, waterproofing, breathability, thermal protection (UVA and UVB), and the use of nanotechnology are the defining features of this next-generation brand, with creative direction led by Graziano Moro and Renato Pigatti.

_ MANIFATTURA CECCARELLI

The Romagna-based brand, renowned for its iconic outdoor garments, is participating in Pitti Uomo with a space designed by director Leandro Manuel Emede and stylist Nicolò Cerioni. The initiative stems from a photographic campaign by the two creatives, featuring ten individuals in Manifattura Ceccarelli outfits, conveying an important message: the "extraordinary in the ordinary." At the Fortezza, these images are interwoven with the displayed garments, allowing visitors to touch and try on what they see in the photos.

_ WASTED BY POTATO HEAD

Potato Head presents WASTED – a collection created in collaboration with designer Max Lamb and exploring the possibilities of transforming waste and sustainable materials into new, functional products. Each piece in the collection is crafted in Indonesia, made by hand, and guided by the specific waste materials available at the time, ensuring that every item is unique. Local artisans and craftsmen have been key collaborators, working closely with Max to shape a collection that respects their skills while embracing conscious design. While Wasted was born in Bali, the goal is to build a network of partners worldwide who share the ethos and are ready to use local waste for future collections.

_ ENGELS&MARTE

The brand presents a new code for the most versatile item in the male wardrobe: the jacket. Starting from the archetypes of male elegance, free from unnecessary superstructures and the influence of trends, the designer duo has created a single model, with full-canvas construction, both traditional and innovative, translated in 16 pieces presented in corresponding fabrics.

_ TWO.ONE

The Australian brand Two.One is debuting at Pitti Uomo its un-compromised approach to design. The technical fashion brand delivers garments that provide the wearer technical attributes, protecting them from the elements, while also ensuring that style is paramount.

_ COLNAGO

The iconic brand of the Italian cycling industry ventures beyond its renowned titanium two-wheelers to explore the world of men's fashion. Drawing inspiration from the values that have always defined the aesthetics and functionality of its products, it crafts a timeless look that highlights premium materials, expert craftsmanship, and meticulous details. The focus is on upperwear, featuring essential pieces of the male wardrobe: trench coats, varsity jackets, field jackets, cashmere and cotton piqué polos, sweatshirts, and t-shirts.

_ CHAMPION

The American brand, which turned the sweatshirt into a cult classic, marks its return to Pitti Uomo with



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a unique takeover. The Sala Delle Grotte, will provide the “blank canvas” for an exhibition of some of the most iconic pieces from Champion’s Archive. The space will also host a preview from Champion’s F/W25 menswear collection, as well as a one-of-a-kind up-cycle initiative by Italian artisans and tailors, curated by the Brand’s newly appointed Creative Director, Maurizio Donadi, and a customization desk utilizing a selection of vintage Champion pieces.

Among the other special projects and participations

_ FabriX

After London and Paris, the Digital Fashion Hub and Curated Marketplace FabriX, designed in Hong Kong, arrives in Florence as well: an innovative global platform for digital fashion and virtual runways, blending technology with the commercial potential of brands. At Pitti Uomo, Kiosk 2.0.1, the evolution of the FabriX AR Try-on Kiosk, will be previewed. This allows users to try on, take selfies with, and preorder digital fashion items offered by select menswear brands. The selection also includes exclusive outfits created for Roblox, offering a unique phygital experience.

_Beyond Tailoring. La nuova sartoria

For the first time at Pitti Uomo, within the Futuro Maschile section, Beyond Tailoring - La nuova sartoria arrives: an urban lab showcasing the complete production process of menswear. This project is the result of a partnership between D-house urban laboratory, the Innovation Lab of Pattern Group (a leader in luxury clothing and outerwear prototyping and engineering); Framis Italia, an international reference for cutting-edge thermoadhesive solutions; EUROJERSEY, renowned for producing stretch technical fabrics under the Sensitive® Fabrics brand; and Alvanon, a company specializing in custom-fit mannequins.

_CONSINEE

At Pitti Uomo 107, Consinee, a leader in cashmere fiber and luxury yarn production, presents the project "I Just Don't Want to Wake Up," curated by Angelo Flaccavento with designer Luca D'Alena. The result is a capsule collection of knitwear pieces inspired by the idea of bringing the dream world and the soothing peace of being in bed out onto the streets, celebrating the power of intimacy and conveying a message of profound fragility.

_PITTI MAGS

Also returning to Pitti Uomo is the blue newsstand, showcasing the most beautiful independent magazines on fashion, art, design, food, beauty, sports, and lifestyle. The Pitti Immagine newsstand was created to provide an overview of sophisticated and niche periodical publishing, representing a phenomenon of great interest and innovation. Partner of the project is Frab's Magazines, the Italian-based and internationally renowned platform for the selection, promotion, and sale of independent and innovative magazines.

At the Fortezza, in collaboration with Pitti Immagine:

_ HISTORES at Pitti Uomo 107

The association, which brings together 45 multibrand retailers, is returning to the Fortezza da Basso, reaffirming its partnership with Pitti Immagine.

Building on its experience gained through collaborations with Slowear, Boglioli, Herno, Fedeli, Paul&Shark, Kired, as well as other menswear and womenswear brands, the association is growing stronger, thanks to a robust network of relationships among its members. These exchanges foster growth and improvement for everyone involved.

“We question ourselves every day about the future of our activities: what was once optional is now essential, both in managing our stores – offline and online – and in our relationships with customers. Nothing can be left to chance. Gathering in Florence, especially for the event dinner we have planned,



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is more important than ever. We firmly believe that dialogue with companies is vital: our suppliers must be partners, not competitors. Facing this future together is better, and this is precisely where Histores' strength lies," says Marco Inzerillo, President of Histores.

_ THE BEST SHOPS - CAMERA BUYER ITALIA

Pitti Immagine continues its longstanding collaboration with Camera Buyer Italia, the association representing Italy's finest luxury multi-brand stores. This partnership provides members with a range of welcome services at the Fortezza da Basso during their visit to the fair.

Among the fashion school initiatives in the city:

_ POLIMODA

Polimoda presents AN/ARCHIVE EVENT TWO, the second event of its new research hub dedicated to the study of fashion. From January 14 to February 14, at the Polimoda Manifattura Campus within Florence's Manifattura Tabacchi, EVENT TWO delves into the connection between workwear, identity, crisis, and revolution. Blue and denim, historically tied to the working class, acquire social and political meaning, resurfacing in times of economic crisis that herald change. The archive transforms into a dynamic space, hosting talks, art installations, and iconic pieces of contemporary fashion, inviting collective reflection on fashion trends from a sociological and anthropological perspective.

_ ISTITUTO MARANGONI FIRENZE and WP LAVORI IN CORSO

Istituto Marangoni Firenze and WP Lavori in Corso have joined forces in an exclusive collaboration set in the heart of the WP Store in Florence. The project is dedicated to a contemporary reinterpretation of the aesthetic of Filson, the historic brand founded in 1897. Students from Istituto Marangoni Firenze, who will take on the project's artistic direction, will have the opportunity to explore the WP Lavori in Corso archive, a treasure trove of iconic Filson pieces, and reinterpret them with a fresh, innovative perspective. The accompanying exhibition will offer visitors not only the chance to admire unique pieces but also a rare immersion into Filson's heritage universe.

Among the events in the city:

SLAM JAM TENAX AT PALAZZO BORGHESE

On Tuesday, January 14, Slam Jam and the famous Florentine club Tenax celebrate club culture, its legacy, and its future interactions across music, art, and style. On the 35th anniversary of Slam Jam, following the memorable event at the Marino Marini Museum in 2019, the Italian fashion and street culture platform returns to Pitti Uomo with a special night at Palazzo Borghese

PITTI CONNECT

Alongside the physical fair, Pitti Immagine continues to promote exhibitors' proposals, news, and special initiatives on the global platform PITTI CONNECT.

The Pitti Crew

wears

ARMOR LUX, FLOWER MOUNTAIN and MANIFATTURA CECCARELLI

Pitti Immagine would like to thank **ARMOR LUX, FLOWER MOUNTAIN and MANIFATTURA CECCARELLI**

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