



PITTI IMMAGINE UOMO

Creative, Captivating, Magical:

**FIRE is the theme for the 2025 winter shows
by PITTI IMMAGINE**

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 for Pitti Uomo, Pitti Bimbo, and Pitti Filati, each uniquely tailored to reflect the character of each event under the **creative direction of Angelo Figus**, with graphic editing by **Alessandro Gori**. 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."

Our vision of fire

Uniting, dividing – the origin of everything. Epic, mythical, sacred, ritualistic; both ally and menace, magnetic, and entrancing – fire exerts a powerful pull and push. It is creative and destructive, renewing, unsettling, and ever-present across cultures, ancient and modern, in the ordinary and the extraordinary, in the practical and the symbolic. Fire exists as a multitude of flames: creative, passionate, fleeting. Fire as embers waiting, surprising, deceiving, renewing itself without extinguishing. Fire is a life force that destroys to rebuild, a symbol that brings things to an end only to reignite them. Infernal yet magical, dramatic and dreamlike, spectacular and intimate, it holds the limitless potential to transform. Fire is both friend and foe, valuable in the very act of burning, sustained by a breath like that of the Fire-Eater.

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.

Finally, the design setup at the Fortezza da Basso promises to captivate. A digital bonfire will ignite in the central square, with flames depicted through video and lettering in a mesmerizing visual display. Meanwhile, the Lyceum will transform into the realm of Fire-Eater, blending fairy tales and reality, to engage and delight visitors.

ABOUT

Andrea Ariano, Doppia A Studio

Photographer and creative director originally from Rimini. Graduated in Graphic Design, he built his career in Milan, collaborating with clients in fashion and music. His projects draw on the visual codes of the 90s and 2K aesthetics, evoking the material charm of a pre-social era, evident in the treatment of his photographs: printed, scanned, and crumpled on simple supports. Each image is treated with an intentionally imperfect approach, favoring authenticity and materiality over technical perfection.