



PITTI IMMAGINE UOMO

**MM6 Maison Margiela
Guest Designer
at Pitti Immagine Uomo 107
January 2025**

Pitti Immagine presents **MM6 Maison Margiela, as Guest Designer** at the upcoming edition of **Pitti Immagine Uomo 107** (Florence, 14-17 January 2025). The avant-garde brand will present a menswear collection designed exclusively for the event, which is set to take place at a Florentine location yet to be revealed. Additionally, MM6 will continue showing in Milan in February during Milan Women's Fashion Week.

*"The deliberate sense of provocation is almost familiar, as it is part of the essence of each MM6 piece," says **Francesca Tacconi, Special Events Coordinator at Pitti Immagine**. "MM6 explores different postures and behaviors in the here and now. They become symbols of inner nonconformity, and independent expressions of a wardrobe celebrating the beauty and surprises of imperfection. To us, it seems like a return to origins rendered contemporary by the dialogue between deconstructed sartoriality and characteristic individuality. Here in Florence, we are excited to reveal a men's collection conceived specifically for the Pitti Uomo event."*

"We are honored and excited to be invited as Pitti Uomo's guest designer this coming January, as part of the world's most important menswear fashion fair. We intend to bring the style and spirit of MM6, creating a menswear project specifically for Florence. After nearly 20 years we are thrilled to return Maison Margiela to the Pitti stage and bring to the fore a contemporary menswear wardrobe that will resonate the attitude, concepts, and processes of MM6".

– **MM6**

About MM6 Maison Margiela

Launched in 1997, MM6 Maison Margiela continuously reimagines the wardrobe with wit and irreverence. We offer collections that subtly nod to the Maison's archive while standing entirely on their own. Sartorial conventions are routinely bent and broken. Conceptual essentials are created using unique fabric treatments, resulting in a distinctive wardrobe that spans All-Gender ready-to-wear, footwear, accessories and leather goods. A horizontal line of white stitches attaching the MM6 label to the back of the garment is distinctly visible from the exterior.

www.maisonmargiela.com/mm6
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