



PITTI IMMAGINE BIMBO

10001

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 the Pitti shows always do."

Our vision of fire

Fire is magical, irresistible, hypnotic, magnetic – but forbidden! You don't touch it, you don't play with it. At most, you admire it. Fire is like a fairy tale, breathed by dragons and devoured by fire eaters. It is energy, light, warmth. It's a hearth, a place to gather in a circle to listen and share stories. It's a spectacle. Fire is a multitude of creative, active, passionate flames. Fire is like embers, waiting, surprising, deceiving, constantly renewing itself without going out. Fire is a vital energy that destroys but always rebuilds, creates and starts creating again, inspires dreams, and invites endless artistic depictions.

The "(Don't) Play with Fire" campaign for Pitti Bimbo, photographed by **Alessandro Timpanaro**, brings fire into a cartoonish world. Set against a street backdrop, it features playful young characters ready to "steal" flames and turn them into games.

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

Alessandro Timpanaro

Italian photographer, born in Bari in 1995. After spending his childhood and teenage years in his hometown, he moved to Venice in 2019 to study fashion design at IUAV University, where he discovered photography as a tool for introspection and creative exploration. He currently lives and works in Milan.