



PITTI IMMAGINE FILATI

**Creative, Captivating, Magical:
FIRE
is the theme for the 2025 winter shows
by PITTI IMMAGINE**

This January, Pitti Immagine's 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 — Agostino Poletto, General Director of Pitti Immagine

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.

FLAMES OF LIGHT

The FLAMES OF LIGHT campaign for Pitti Filati, by Alessandro Cracolici, envisions thread worlds in warm, incandescent colors evoking fire's creative power, an essential tool for crafting new works of abstract art.

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 Cracolici

Director and new-media artist, Born in Palermo, he is a director, new-media artist and co-founder of Hypersee, a production house specializing in animated content and special effects focused on installations, generative art, and virtual reality. He has directed videos and VR experiences for major companies and international artists. In 2022, with Fancy Van Gogh VR, he toured festivals and museums across Spain and Portugal. His short film Seife, for which he co-wrote the screenplay, won numerous awards and was screened at the Cannes Festival.