PITTI IMMAGINE UOMO

PITTI UOMO 109
Firenze, Fortezza da Basso
January 13-16, 2026

New edition spotlighting global menswear and the Fall/Winter 2026–27 collections

Over 700 brands – 44% of them international – are set to showcase at the Fortezza da Basso, engaging with an increasingly international and selective community.

MOTION is the theme of this winter's edition
Many new features enrich the exhibition itinerary. Among them, HiBeauty, a special focus on cutting-edge perfumery

Taking the runway at Pitti Uomo: Soshiotsuki, Hed Mayner and Shinyakozuka.

The 109th edition of Pitti Immagine Uomo will take place from **13 to 16 January 2026** at the **Fortezza da Basso** in **Florence**. The fair, long established as the most prestigious international platform for menswear, returns for the winter season with a range of new features that reflect the evolution of the industry and style, the movements of emerging markets and the changing desires of consumers.

In January, **over 700 brands** will present their **Fall/Winter 2026–2027 collections** within sections and exhibition spaces designed to offer visitors an experience that is always new and engaging. A strong **international presence** (around **44%**) confirms and reinforces the fair's appeal to a high-quality community of **buyers from the world's most prestigious stores**, along with **representatives of the international press**. The program of **events and presentations**, carefully curated down to the smallest detail, highlights the leading players and product innovations, offering visitors four intense days of business, discovery and inspiration.

"Every edition of Pitti Uomo is the result of research, travel and connections that our team weaves together by exploring the main fashion scenes, meeting designers and brands in person, observing how they work, move, and are perceived," **comments Raffaello Napoleone, CEO of Pitti Immagine**. "With the same attention, we visit stores and department stores, listening to their diverse needs. Pitti Uomo grows from this process: from observation and, consequently, from the intuition of how supply meets demand. That's why coming to Florence means real opportunities, especially at a time of undeniable transformation like the present."

The Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency (ICE) for the Pitti Immagine 2026 fashion fairs

The Ministry of Foreign Affairs and International Cooperation (MAECI) and ICE – the Italian Trade Agency for the promotion abroad and internationalization of Italian companies support the role of Florence in the internationalization strategy of Italian fashion through their backing of the Pitti Immagine 2026 fashion fairs. Their contribution plays a key role in the program aimed at bringing top international buyers and media representatives to Florence.
"Thanks to this collaboration," **says Raffaello Napoleone, CEO of Pitti Immagin**e, "we can continue to

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invest valuable resources in bringing to Florence the most influential community of menswear and lifestyle buyers, as well as in inviting buyers from emerging markets – both those we recognize as potential new customers for high-quality Made in Italy, and those that are already becoming increasingly important for our national exhibitors. For this activity, we work closely with the ICE offices abroad, always finding professionalism and in-depth knowledge of their respective distribution and consumer landscapes, key elements for serious and effective planning."

The Buying Experience at Pitti Uomo*
An extensive program brings to the Fortezza da Basso the most influential buyers from all over the world. Once again, this edition will welcome professionals arriving from the most important markets and representatives of leading department stores, independent boutiques, research-driven retailers and concept stores. For them, Pitti Uomo is a true experience, a place for discovery and networking, to spot new trends and draw inspiration for the coming season.

Here are some of the names that have already confirmed their participation: **10 Corso Como** (South Korea), **2nd Academic** (United Kingdom), **Al Malki Group** (Saudi Arabia), **Andrew Davis** (United States), **Autograph** (United Kingdom), **Avart** (Switzerland), **Beaker** (South Korea), **Beams** (Japan), **Beymen** (Turkey), **B1lock** (China), **Browns** (United Kingdom), **Breuninger** (Germany), **Brown Thomas** (Ireland), **Candido 1859** (Italy), **Code 7** (Russia), **Drest by Scott Malouf** (United States), **Element** (China), **End Clothing** (United Kingdom), **Engelhorn** (Germany), **Eraldo** (Italy), **Eth0s** (China), **Fashion Avenue** (Russia), **Fourm Lounge-Handsome Corp** (South Korea), **Frasers Group** (United Kingdom), **Galeries Lafayette** (France), **Globus** (Switzerland), **Goodhood** (United Kingdom), **Grey Flannel** (United Kingdom), **H Lorenzo** (United States), **Hannover** (Spain), **Harvey Nichols** (United Kingdom), **Harvey Nichols Doha** (Qatar), **Harry Rosen** (Canada), **Helmut Eder** (Austria), **Isetan Mitsukoshi** (Japan), **John Lewis** (United Kingdom), **Knotify** (China), **Kolon Industries** (South Korea), **Kream** (South Korea), **La Samaritaine** (France), **Level Shoes** (United Arab Emirates), **Lane Crawford** (Hong Kong), **Lansmere** (South Korea), **Liberty** (United Kingdom), **Luisaviaroma** (Italy), **M Penner** (United States), **Macondo** (Italy), **Michele Inzerillo** (Italy), **Monn** (Switzerland), **Nino Alvarez** (Spain), **NK Herrekipering** (Sweden), **Peek & Cloppenburg** (Germany), **Peggs & Son** (United Kingdom), **Pockets** (United States), **Printemps** (France), **Reischmann** (Germany), **Reyer** (Austria), **Robert Old** (United Kingdom), **San Francisco Market** (Korea), **Sarto** (Spain), **Selfridges** (United Kingdom), **SKP** (China), **Smets** (Belgium/Luxembourg), **The Business Fashion** (United Kingdom), **The Fitting Room** (Portugal), **This Thing of Our** (United Kingdom), **Trunk** (United Kingdom), **Tsum** (Russia), **Vestil** (Italy), **Wagener** (Germany).

*updated November 3

<u>The exhibiting brands</u>
Over 700 brands
Around **44% from abroad**

All the brands taking part in Pitti Uomo 109 at the Fortezza da Basso are also showcased on the Pitti Connect digital platform.

MOTION: The theme of Pitti Uomo 109
Motion. Because everything is movement, transformation, story, progression. The theme chosen for the winter editions of the Pitti Immagine fairs embodies the dynamism and the many inspirations that stem from this idea. The advertising campaign for the 109th edition of Pitti Immagine Uomo has been entrusted to Chris Vidal and Tuomas Laitinen, respectively Editor-in-Chief and Fashion Director of SSAW.

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Through their lens, they have interpreted the theme by capturing movement in the moment, like a fragment of a sequence behind the camera.
Their black-and-white imagery enhances both the kinetic effect and the fluid elegance of the Soshiotsuki garments selected for the styling. *(see dedicated press release)*

Fortezza Mood On

The exhibition spaces inside the Fortezza da Basso are an integral part of the visitor experience.
For each edition, Pitti Immagine carefully curates the set design in collaboration with leading creative partners, with the aim of enhancing the distinctive character of each section of the fair and creating a unique journey through fashion, art and design.

_ The installation “Ancient/New Site” in the central square at the Fortezza

The French architect and sculptor Marc Leschelier - invited by **PHILEO** with the support of **Pitti Uomo** - signs the large site-specific installation “Ancient/New Site”, that will welcome visitors in the square in front of the Central Pavilion. An artist who has received major international recognition for his unique approach, Leschelier aims to abandon architectural formalism in search of a more immediate and brutalist construction.

_ NEWS for Futuro Maschile and the Top Floor

Futuro Maschile, the section that showcases the latest in contemporary menswear through cutting-edge brands and international collaborations, presents a new look designed by the architects of DWA - Design Studio, a multidisciplinary practice based in Milan, with prestigious collaborations in the fields of design, fashion, and luxury. The designers have reimagined the spaces on the Top Floor, creating a unique harmony with the Futuro Maschile offerings, enhancing their innovative proposal.

_ Not just fashion: Pitti Uomo presents HiBeauty

HiBeauty, a special area dedicated exclusively to the world of cutting-edge perfumery, is one of this edition's new additions. Within the Futuro Maschile section, it features a selection of 10 independent brands representing a new wave that from Europe reaches as far as Asia. HiBeauty is born from the experience of **Fragranze**, the Pitti Immagine show dedicated to artistic perfumery and cutting-edge skincare, and captures the influences among genres that fashion retailers and concept stores around the world are increasingly interested in. An evolution of retail that Pitti Uomo has not only anticipated, but also aims to promote and further develop.

The 5 sections
The Pitti Uomo itinerary

The Fortezza da Basso, like a grand department store, welcomes the exhibitors of Pitti Uomo, offering visitors a mix of brands and styles that reflect and respond to the needs of today’s market. The five sections – **Fantastic Classic, Futuro Maschile, Dynamic Attitude, Superstyling, and I Go Out** – span from classic to informal, embracing the worlds of research and outdoor style.

FANTASTIC CLASSIC

The section that brings together the most representative companies in formal menswear, offering an elegant and constantly evolving wardrobe. Historic names of Made in Italy stand alongside emerging brands and designers who reinterpret the art of tailoring with a contemporary vision.
Among the brands featured in FANTASTIC CLASSIC: **04651/ A trip in a bag, Aesse EQP, Alberto Luti, Alessandro Gherardi, Amanda Christensen, Aquascutum Active, AT.P.CO, Aurelien, Babette**

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Wasserman London, Barmas, Barracuda, Berwich, Bluemint, Boemos, Boldrini Selleria dal 1955, Bomboogie, Briglia 1949, Brett Johnson, Brunello Cucinelli, Caruso, Crockett & Jones, Cruna, Della Ciana, Dekker, Devore Incipit, Digel, Doriani Cashmere, Doucal's, Dressler, Edward Green, F. Hammann, Fabi, FTC, Gabriele Pasini, Gms75, Green George, Guess Man, Hèskimo, Herno, Invertere, Jamieson's of Shetland, Joseph Cheaney & Sons, Kired, L'Impermeabile, Loake, Lock & Co. Hatters, Lorenzoni, Luigi Bianchi, Mackintosh, Maerz Muenchen, Manto Italia, Manuel Ritz, Marco Pescarolo Napoli, Mario Portolano, Manzoni24, Meyer, Minoronzoni 1953, MMX Germany 2010, Nobis, Orlebar Brown, Paoloni, Pashmere, Paul & Shark, People of Shibuya, Piacenza 1733, Piquadro, Robert Talbott, Roy Robson, Roy Roger's, Sand Menswear, Sartorio, Settefili Cashmere, Sonrisa Camiceria Uomo, Sozzi Milano, Spektre Eyewear, Stefano Ricci, Stetson, Studio Seidensticker, Stuart Weitzman, Suns, Svevo, Tateossian London, Tatras, TBD Eyewear, Tiger of Sweden, Tombolini, Tramarossa, Walker Slater, Xacus.

FUTURO MASCHILE

This section presents a comprehensive overview of contemporary menswear and today's most exciting collaborative projects. It features a selection of forward-thinking brands that craft advanced wardrobes by blending tailoring with innovative fabrics and refined luxury details. Among the brands featured in FUTURO MASCHILE: **Alden New England, Alexander Hotto, ANT45, Arma, Asics Walking, Avant Toi, Belowten, Bonastre, Cachí, Chapal, Croots England, ETiAM, Faliero Sarti, Felisi, Frescobol Carioca, Gabriel Stunz, Giabsarchivio, G.R.P., Hannes Roether, Henderson, Hestra, Ibeliv, Ikiji, Inis Meáin Ireland, Jacques Solovière Paris, Kiefermann, Labo by Marvielab, Lodenfrey, Longo, Magazzino Ricambi, Ma' Ry' Ya, NNT Lab, Nine: Inthe: Morning, No Map Society, Paraboot, Premiata, Ring Jacket, Roberto Collina, Ron Dorff, Sanders, Scaglione, Stefan Brandt, Teclor, Timothée Paris, Wahts, Zen.**

DYNAMIC ATTITUDE

This is the section that showcases collections designed to accompany movement. Anchored in sports-wear and streetwear, the featured brands offer innovative, comfortable looks with a technological core — sometimes infused with subtle vintage references.
Among the brands featured in DYNAMIC ATTITUDE: **24bottles, Anerkjendt, B.D. Baggies, Baracuta, Barbour, Bell Surf, Blundstone, Bogner, Cala 1789, Cat, CHPO Brand, Colors of California, Co-penhagen Studios, Cotopaxi, Cycle, Drykorn, Dstrezzed, Duno, ECCO, Filson, Gabba, Genesis, GNL Footwear, Got Bag, Goorin Bros., Guess Jeans, Helly Hansen, Jott, Kangol, Keeling, KNT Kiton New Textures, La Martina, Lyle & Scott, MC2 Saint Barth, Mou, OWN Off With Nature, Pajar, Prohibited, Psycho Bunny, Rag & Bone, Reign, Satorisan, Sebago, Snee, Soldini80, Spiewak, Sun68, Superdry, Universal Overall, U.S. Polo Assn., Voile Blanche, W6YZ, Weekend Offender, Woolrich.**

SUPERSTYLING

This section looks ahead, anticipating trends through bold and unconventional aesthetic choices. It showcases brands that explore new silhouettes, genderless cuts, and non-seasonal materials – captur-ing emerging cultural shifts and transforming them into a distinctive wardrobe.
Among the brands featured in SUPERSTYLING:**A Leather, Alpe Piano, American Vintage, Armor Lux, Astorflex, Bailey 1922, BI'ker Vintage, Bonheur, Brightway, Caleb Paris, Coopettebros, D.A.T.E, Final Draft, Flower Mountain, Gallia, Goldwin, Harris Wharf London, Idama, Id.eight, Iron and Resin, La Paz, Les Deux, L.F. Lidfort, Manifattura Ceccarelli, Mos Mosh Gallery, Nanamica, Odda, Onthebund, Open Era, Regal Shoe & Co, Resolute, Santha, Scarti-Lab, Shoto, Story Wear, Taakk, Taannerr, Tangtsungchien, Tep_p, Woc, Wyeth.**

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I GO OUT
This section fully explores the stylistic potential of the outdoors, where fashion meets lifestyle. Accessories play a central role, while the apparel on display is designed as the ideal passe-partout – equally suited for life in close contact with nature and for navigating the urban landscape.
Among the brands featured in I GO OUT: **ALLIED Feather + Down, Côté&Ciel, Crispi, Danner, Db, Elliker, Equipement de Vie, Fjell^, Icebreaker, Keen, Monofoo, Norda, Nomaka, Purple Mountain Observatory, Quartz Co, Scandinavian Edition, Snow Peak.**

Pitti Uomo 109 Special Events

SOSHIOTSUKI
Soshi Otsuki, designer of the eponymous Japanese brand, SOSHIOTSUKI, will be the Guest Designer at this edition of Pitti Uomo. For the occasion, the winner of the 2025 LVMH Prize presents his unique signature style – a Made in Japan filtered through the concept of Made in Italy, blending tradition and modern sartorial – through a special fashion show event in Florence.

(See dedicated press release)

HED MAYNER
Hed Mayner, founder and creative director of the eponymous brand, will be the Guest Designer at Pitti Uomo 109. With his conceptual, almost architectural approach, in open dialogue with the fluidity of the present, he presents a fashion show in Florence in his unmistakable style.

(See dedicated press release)

SHINYAKOZUKA
Shinyakozuka, the Tokyo-based designer known for his attentive approach to form and proportion, with his highly original silhouettes often hand-painted or finished by the designer himself, will be the protagonist of the Pitti Uomo 109 Special Event, with a fashion show in collaboration with the Japan Fashion Week Organization.

(See dedicated press release)

The International Participations

SCANDINAVIAN MANIFESTO
Among the most successful special areas of the fair, Scandinavian Manifesto returns to Pitti Uomo, bringing the best of Nordic menswear to the Fortezza. Coordinated by CIFF, the area presents the new collections of a selection of leading Scandinavian brands. A series of special networking activities for buyers and press, in the spirit of Scandi culture are scheduled during the days of the fair. The featured brand are: **Annarr, Bareen**, **Brixtol Textiles, MessyWeekend, Neuw, Pica Pica, Woodbird.**

J∞QUALITY
This is the seventh edition of the J∞QUALITY project, curated by the Japan Apparel Fashion Industry Council (JAFIC), with the special advisory by **Hirofumi Kurino** and design direction by **Masato Koyama** from **HEUGN**. The focus is on quality Japanese clothing and production areas, featuring a selection of some of the finest Made in Japan manufacturers. This time, there will be a special section with-**SPIBER**, the world's first **Brewed Protein™ fiber**. The featured companies are: **Echizenya, GOOD-**

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PEOPLE GOODSTITCHING GOODPRODUCT, InaKaDate, J.PRESS, K-3B, Kiivu, Sanyocoat, Tani Seni, Trenta Settanta, Uchida Dyeing Works

NEW STANDARD JAPAN LEATHER PROJECT
The project led by the Japanese Ministry of economy, trade, and industry, which promotes sustainable production in the leather goods industry in Japan, returns to Florence, bringing a selection of six leather accessories brands to Pitti Uomo. The Sala delle Nazioni showcases the most interesting and virtuous examples of Japanese craftsmanship, capable of combining design and sustainability.

CODE Korea
Following its successful debut last season, CODE Korea returns to the Fortezza with its special spotlight on contemporary creativity in Korean fashion, design, and cultural experiences. Born from a collaboration between Pitti Immagine and the Korea Creative Content Agency (KOCCA), the project supports and promotes six Korean brands and designers, whose collections will be showcased in the Polveriera. The featured brands: **AjobyAjo, BLR, Egnarts, Ordinary People, Seokwoon Yoon, Vegan Tiger**

CHINA WAVE
Contemporary Chinese menswear returns to the Fortezza da Basso thanks to CHINA WAVE, the fourth edition of this special area, born from the partnership between Pitti Uomo and the China National Garment Association. At the Costruzioni Lorenesi, a selection of brands and designers will be showcased for "CHIC In Pitti Uomo," an initiative through which CHIC (China International Fashion Fair) promotes Chinese brands that stand out for their quality and aesthetics.
The featured brands: **A New Studio, A New Act, Chenwu, Amano, Call It a Pure Day, Joe With Lol, Swof Care, Times Infinity, Wu Rang, Zivgrey.**

PROMAS
The special focus on Made in France creativity returns thanks to the collaboration with French Menswear Fédération and DEFI, the organization for the development of French menswear, which launched Promas LIST, a platform for direct dialogue between buyers and brands. A selection of French brands is present at Pitti Uomo 109, waiting to be discovered.
Among the featured brands:**American Vintage, Armor Lux, Bombers Original, Cachí, Caleb Paris, Chapal, Corso Mille, Daytona73, De Bonne Facture, Emile Garçon, Francesco Smalto, Iron and Resin, Jagvi, Rive Gauche, JOTT, Le Temps des Cerises, Museum Garments, The Hideout Clothing.**

ICEX
The Spanish Institute for Foreign Trade (ICEX) promotes Spanish fashion worldwide and supports the participation of a selection of Spanish menswear and lifestyle brands at this edition of Pitti Uomo.
Among the featured brands: **Andrew, Calce, MWM Mode Wave Movement, Natural World, Scharlau, Viktoria**

<u>At the Fortezza, in collaboration with Pitti Immagine</u>

CONSINEE presents “Echoes of Craft”
Consinee, a Chinese leader in cashmere fibers and precious yarns, returns to Pitti Uomo, promoting experimentation with materials, featuring a site-specific installation at the Fortezza curated by Sara Sozzani Maino together with Georgian designer Galib Gassanoff, in which tradition and artisanal know-how coexist with a surreal vision.

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SEBIRO SANPO
A special event, in collaboration with **Vitale Barberis Canonico**, marking the European debut of a **Japanese project** dedicated to the contemporary expression of formal menswear. The name Sebiro Sanpo comes from the combination of two words: **"suit"** and "**walk**." Starting from the Fortezza da Basso, it will take the form of a spontaneous runway of men embodying masculine elegance who – through the streets of Florence's historic center – will bring their own vision of tailoring to life.
Sebiro Sanpo, launched by a group of six leading Japanese menswear companies, has already staged numerous events in Tokyo, Osaka and Seoul. The one set to take place in Florence, during Pitti Uomo, will be **the first "walk-fashion show" in Europe**.

Among the NEW and RETURNING NAMES:
Amano, Amundse, Annarr, Alpe Piano, Always, Asics Walking, Bareen, Berger, Berwich, Bogner, Brightway, Cachí, Cat, Danner, ET Al, Fjell^, Final Draft, Gabriel Stunz, Glenover, GOGO HSU Art Fashion, Hankalex, Hestra, Hippy Realisti, Inis Meáin Ireland, JJ Hats, Jott, Labo by Marvielab, Lyle & Scott, Mackie, Mallet, Mcgeorge of Scotland, Moessmer, Museum Garments, Nobis, Nomaka, Pajar, Purple Mountain Observatory, Regal, Regal Shoe & Co, Santha, Snow Peak, Story Wear, Taakk, Tangtsungchien, Tep_p, Walker Slater, Wyeth, Woolrich.

HIGHLIGHTS @ Pitti Uomo 109
Special participations, debuts, projects and events at Pitti Uomo this January.

_ WP LAVORI IN CORSO
Once again, this edition will feature the iconic brands selected by WP Lavori in corso, bringing to the Fortezza the A/W 2026 collections of **Baracuta, Barbour, BD Baggies, Spiewak, Filson, Universal Overall** and **Blundstone.** Among the highlights are the official launch of the Baracuta Women's collection and a series of collaborations with leading figures from Japan's creative scene. While Filson, the iconic American brand known for its outerwear and technical apparel, meets the timeless elegance of Baracuta in a capsule that blends British heritage with outdoor functionality.

_BOGNER returns to Pitti Uomo
The brand proudly returns to Pitti Uomo, showcasing its Fall/Winter 2026 collection that redefines the intersection of sport, luxury, and contemporary style. Rooted in its rich alpine heritage, BOGNER presents a modern expression of performance and design, continuing to set the tone for elevated winter fashion and timeless elegance on and off the slopes.

_SEBAGO
At Pitti Immagine Uomo 109, Sebago presents a narrative of its stylistic codes through a series of men's and unisex total looks designed for the FW26 season. The collection unfolds across themes that evoke the brand's iconic worlds — from the classic preppy style, a symbol of its heritage, to seasonal interpretations featuring complete looks spanning footwear, apparel, and outerwear. The inspiration remains rooted in the brand's cornerstones: the call of Maine and the authenticity of its landscapes, where Sebago was born eighty years ago, always reimagined through a contemporary lens that responds to the needs of the season.

_ ROY ROGER'S X KAPPA

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At Pitti Uomo 109, two Italian icons come together to redefine style on the slopes. Roy Roger's and Kappa present a ski suit that merges denim DNA with technical innovation. The legendary 6cento jacket by Kappa is paired with a high-performance pant that faithfully reproduces every detail of Roy Roger's classic five-pocket jeans. The result is a perfect balance between authenticity and performance, where the aesthetics of denim meet mountain-ready functionality.

_ GUESS JEANS & GUESS MAN
Guess returns to the Fortezza da Basso with the new collections of its two brands: GUESS MAN (Central Pavilion, Ground Floor) and GUESS JEANS (Ghiaia Pavilion), which together embody the lifestyle of the American West Coast and the future of denim through the revolutionary vision of Nicolai Marciano.

_ FABI
An outstanding brand from the Marche region and a symbol of Italian footwear excellence, presents its FW26/27 collection at Pitti Uomo after celebrating its 60th anniversary — with its gaze always set on the future, balancing craftsmanship and innovation.

_ SCHNEIDER'S OF SALZBURG
The historic Austrian Loden brand, founded 80 years ago, returns to Pitti Uomo on the eve of a global market relaunch, driven by its new owner, Biella-based entrepreneur Giovanni Schneider. In Florence, the new Fall/Winter 2026 collection will be unveiled — under the creative direction of Viviana Volpicella — combining tradition and innovation, starting from the iconic Loden pieces and evolving into Shetland garments featuring check, tartan, and herringbone patterns.

_ FRESCOBOL CARIOCA
From Rio de Janeiro comes the brand named after the famous bat-and-ball beach game, which seems to set the rhythm even for its first Autumn/Winter collection, which will debut at Pitti Uomo. Textural depth and refined layering take centre stage, with the introduction of denim among the most anticipated new fabrications. Meanwhile, the brand's knitwear and outerwear range continues to evolve, enriched with new weights, tactile finishes, and subtle nods to its signature prints and patterns.

_ SNOW PEAK
The iconic Japanese brand is back to Pitti Uomo. Since 1958, Snow Peak has made Japanese-designed, lifetime-guaranteed camping gear and apparel that create restorative experiences in nature.

_ GABRIEL STUNZ
The French-German designer – who has worked at iconic fashion houses like Comme de Garçons – after being one of the standouts of Paris Fashion Week, makes his debut at Pitti Uomo 109 with his eponymous brand, founded in 2011. In Florence, Gabriel Stunz will present the AW26/27 collection, "Les cendres de Lescaut": inspired by the tragedy of *Manon Lescaut* (an 18th-century French novel adapted multiple times into opera), the Made-in-Germany pieces explore transformation, aftermath and emotional resilience.

_ FINAL DRAFT
The brand brings to Pitti Uomo a contemporary vision of the male wardrobe – minimalist, creative and artisanal – born from the fusion of streetwear and tailoring. The new collection is an invitation to slow down: boxy silhouettes, wide-leg trousers and reinterpretations of timeless classics.

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At the Fortezza in collaboration with Pitti Immagine:

_ HISTORES a PITTI UOMO 109
The association that brings together 45 multibrand retailers returns to the Fortezza da Basso, strengthening its partnership with Pitti Immagine. On Tuesday, January 13, in the Limonaia of Villa Vittoria, it will take center stage with an event organized in collaboration with Pitti, and during the fair days at the Fortezza, the capsule collection with Flower Mountain will be presented, along with other collaborations that will be revealed soon.
"*Histores was born from the need to share experiences — for us, dialogue and exchange are fundamental. In this sense, having the opportunity to meet again at the fair becomes increasingly important to face this crucial moment of transition — and, in a way, survival — for our industry. For the third time, our event, unique in its kind, will host suppliers, partners, and companies. The only way to keep things moving forward is to come together, envisioning a shared future and building it with a long-term perspective.*" — **Marco Inzerillo**, President of Histores.

_ CAMERA BUYER ITALIA
The longstanding collaboration between Pitti Immagine and Camera Buyer Italia also continues. The association, which brings together and represents the leading luxury multibrand stores in Italy and abroad, will once again partner with Pitti Immagine to offer its members a range of exclusive welcome services at the Fortezza da Basso during their visit to the fair.

Among the events in Fortezza:

ECCO presents a preview of the ECCO.Kollektive collection at PITTI Uomo 2026, created in collaboration with designer Craig Green and the brand White Mountaineering.

Among the events taking place around the city:

_ISTITUTO MARANGONI presenta Innovative Accesory Challenge
International competition dedicated to young talents in fashion and accessory design, combining experimentation, sustainability, and the conscious use of materials — particularly leather. The event includes a panel talk followed by a cocktail. By invitation only.

_ Andro Eradze Exhibition: *Bones of Tomorrow*
Fondazione Palazzo Strozzi and IED Firenze present *Bones of Tomorrow*, the first institutional solo exhibition in Italy by Georgian artist Andro Eradze. The project brings together a selection of videos, photographs, and installations conceived specifically for two venues: the Project Space of Palazzo Strozzi and the former Teatro dell'Oriuolo, now home to IED Firenze (on view until 25 January 2026).

PITTI UOMO ALSO GOES DIGITAL ON PITTI CONNECT
In parallel to the physical show, Pitti Immagine continues to showcase exhibitors' proposals, new arrivals, and special initiatives on the global PITTI CONNECT platform: uomo.pittimmagine.com

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