



PITTI IMMAGINE UOMO

THE PITTI POOL Theme of Pitti Uomo 110

The Pool is the visual and conceptual theme of the **Summer 2026 edition of Pitti Immagine Uomo**.

In the curators' vision, *the pool* is a swimming pool where a young man brushes the still surface of the water with his hand, touching his own reflection.

Everything in this image feels suspended, a moment of waiting, of time held back.

The light is icy and vivid, like in a painting by David Hockney. The mirror of the water reflects a desire that has not yet taken shape, almost an erotic ideal at the pool's edge.

The young man – dressed in a dark, elegant, lightweight suit, with volumes and accessories that reveal a fully contemporary design – is not the celebrated body of swimming iconography. He is a modern Narcissus, a disenchanted Narcissus, aware of the seductive power of reflection yet choosing to break the spell.

The POOL does not resolve its contrasts, nor does it immediately reveal its story. It is up to us to follow the narrative developed by **Chris Vidal Tenomaa** and **Tuomas Laitinen**, editor in chief and fashion director of **SSAW Magazine** respectively, created with a strongly narrative approach and supported by **garments by Simone Rocha**.

An approach that places aesthetics and personal vision face to face, suggesting a way to approach the next Pitti Uomo.

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