



UniCredit Main Partner of Pitti Immagine

The renewal of the three-year sponsorship agreement for all the fairs is part of the bank's broader commitment to supporting territorial development and Made in Italy excellence.

Since 2020, UniCredit has stood alongside Pitti Immagine as Main Partner of its fairs, contributing ideas, projects, and resources with the aim of supporting the development of local territories and the creative, manufacturing, and market excellence of Made in Italy.

“The renewal of our partnership with Pitti Immagine is far more than a simple confirmation for us: it is tangible evidence of our Group’s commitment to the Fashion sector, one of the pillars of Made in Italy excellence,” underlines **Stefano Gallo**, Head of Territorial Development, UniCredit Italy -. “For Pitti, we are a present and operational partner, determined to deploy expertise, vision, and resources in support of a key sector of the Italian economy. Our initiatives demonstrate this: from the agreement with Confindustria Moda to the €1 billion ceiling allocated to finance strategic investments in digitalization and sustainable transition across the entire supply chain. We firmly believe in an industrial culture capable of enhancing innovation and sustainability as drivers of growth. A commitment that finds renewed energy in the UniCredit Unlocked plan, through which our Group offers integrated, long-term solutions to support business development and strengthen the country’s entire production ecosystem.”

The synergy between UniCredit and Pitti Immagine includes a collaborative path aimed at supporting companies in the sector as they face the challenges of sustainability, innovation, and internationalization. Added to this are educational initiatives such as the CFMI Academy, established in 2024 through the partnership between the Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit. Now in its third edition, the project aims to enhance the talents of the best Italian fashion academies by engaging them in a training and research path designed to foster a new generation of fashion creatives and entrepreneurs. Through the active participation of its Banking Academy, UniCredit provides students with the bank’s know-how to develop the skills needed to launch a sustainable and successful business.

The next Pitti Immagine event, supported by Main Partner UniCredit, is **Pitti Uomo 110**, scheduled from **June 16 to 19, 2026**, at Fortezza da Basso in Florence.

During the four days of the fair, the UniCredit Theatre set up in the Fencing Hall of Fortezza da Basso will host various meetings and conversations on fashion, innovation, economics, sustainability, and lifestyle.