



PITTI IMMAGINE UOMO

PITTI UOMO 110
Florence, Fortezza da Basso
June 16-19, 2026

**Florence and the Fortezza da Basso welcome the summer edition of Pitti Immagine Uomo:
over 720 brands, arriving from more than 30 countries,
for a comprehensive and in-depth showcase of international menswear.**

**From classic to research brands, from Italian tailoring to stylistic trends arriving from Asia, alongside high-level international collaborations:
a winning formula for an event that has reached its 110th edition.**

Among the guests, prestigious names from the new generation of fashion designers:

**Guest Designers Simone Rocha and DSM Kei Ninomiya,
Special Guest JiyongKim and the Special Project Sunflower...
and many others.**

**THE POOL is the theme of the June summer cycle,
with the central installation curated by Philéo Landowski
and created by Pascal Hachem.**

**The exhibition journey continues to evolve: among the new features are
Outopia, the new edition of I GO OUT curated by Vanish magazine,
and a new focus on niche perfumery with Hi Beauty.**

Styles and contemporary trends — across fashion, lifestyle, and business — are unveiled at the **Fortezza da Basso** in **Florence** for the **110th edition of Pitti Immagine Uomo, from June 16 to 19, 2026.**

The summer edition of the fair dedicated to menswear opens in a geopolitical context marked by significant tensions and faces a macroeconomic scenario with uncertain contours, yet it confirms the strength of its commercial and promotional format, reaffirming the central role Pitti Uomo holds within the global fashion calendar.

“We have history, tradition, and expertise behind us - **states Antonio De Matteis, President of Pitti Immagine** – but we also have the tools to face the new challenges ahead, challenges that concern the entire fashion sector – elements that have allowed us, at every decisive moment, to redefine the very concept of a trade fair, transforming Pitti Uomo into not only a commercial event, but also a cultural promoter, a place for dialogue capable of generating new ideas, trends, and connections. This is how one becomes an international leader – and how that leadership is maintained.”

More than 720 brands will exhibit at the Fortezza (44% of which arrive from more than 30 countries), they are divided into five sections: Fantastic Classic, Futuro Maschile, Superstyling, Dynamic Attitude, and I Go Out.

“Navigating the future: this is the message and the objective guiding the construction of the upcoming cycle of fashion fairs, - **says Ivano Cauli, newly appointed CEO of Pitti Immagine** – starting with Pitti Uomo. In a historical moment defined by complex geopolitical shifts and an



ever-evolving global scenario, the physical fair in Florence confirms itself as the most vital compass for welcoming and guiding the dialogue between supply and demand. We open the doors of the Fortezza da Basso to a high-level international community of buyers and press and curate for them an immersive journey into innovation, demonstrating that creative synergy is the primary engine of growth for companies and for the sector.”

MAECI and ITA for the 2026 Pitti Immagine fashion fairs

The Ministry of Foreign Affairs and International Cooperation and ICE – the Italian Trade Agency for the promotion abroad and internationalization of Italian companies support the role of Florence within the internationalization strategy of Italian fashion through their backing of the 2026 Pitti Immagine fashion fairs. This contribution is fundamental to the incoming program for top international operators and communication initiatives.

“Thanks to this collaboration- **comments Raffaello Napoleone, CEO of Pitti Immagine for International and Institutional Relations** - we are able to invest additional valuable resources in bringing the most influential buyers to Florence, from both established and emerging markets, who we know represent new or potential clients for quality Made in Italy. The collaboration with ICE’s foreign offices is decisive in this respect, as they provide expertise and in-depth knowledge of their respective distribution and consumer contexts. **ICE Agency** will also be present with its **information and internationalization assistance desk**, as well as with the dedicated space for **Young Italian Start Ups**, a project now in its thirteenth edition.”

UniCredit is Main Partner of Pitti Immagine

“The renewal of the partnership with Pitti Immagine represents for us far more than a simple confirmation: it is concrete testimony of the commitment that our Group dedicates to the Fashion sector, one of the pillars of Made in Italy excellence- underlines **Stefano Gallo, Head of Territorial Development UniCredit Italia** -. We are for Pitti a present and operational partner, determined to deploy expertise, vision and resources to support a key sector of the Italian economy. Our initiatives demonstrate this: from the agreement with Confindustria Moda to the 1 billion euro ceiling aimed at financing strategic investments in digitalization and sustainable transition along 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 Unlimited plan, through which our Group offers integrated and long-term solutions to support the development of companies and strengthen the entire productive ecosystem of the Country”.

“Starting from 2024, the close collaboration between our Group and UniCredit – **adds Antonella Mansi, President of the Centro di Firenze per la Moda Italiana** – has been enriched by a specific program dedicated to training, called CFMI Academy, a project developed also thanks to the contribution of Piattaforma Sistema Formazione Moda and Polimoda, which aims to give momentum to entrepreneurial ideas and launch a new generation of creatives and entrepreneurs in fashion.

The Buying Experience at Pitti Uomo

Pitti Uomo represents an essential moment of meeting and exchange for leading international buyers from the most important global markets. For this edition as well, the incoming program has attracted buyers and representatives from major **department stores, independent boutiques, research-driven retailers and concept stores**.

The following retailers have already confirmed their participation: **10 Corso Como Seoul** (South Korea), **14 Oz** (Germany), **2nd Academic** (United Kingdom), **Above the Clouds** (Australia), **Al Malki Group** (Saudi Arabia), **Alessandrelli** (Italy), **Angelo Minetti** (Italy), **Apropos** (Germany), **Atelier X** (Germany), **B1lock** (China), **Beaker** (South Korea), **Bergdorf Goodman** (United States), **Bonvicini** (Italy), **Boyner** (Turkey), **Braun** (Germany), **Brera Praga** (Czech Republic), **Breuninger** (Germany), **Brown Thomas** (Ireland), **C. Wirschke** (Germany), **Capital Grand** (China), **Cenere GB** (Italy), **Club 21** (Singapore), **Code 7** (Russia), **Craig Ryan** (United States), **Deecee Style - Cadruvi Trading** (Switzerland), **Demsa Group/Harvey Nichols Istanbul** (Turkey), **Dongliang** (China), **Dover Street Market Paris** (France), **Dover Street Market NY**



(United States), **Dover Street Market Singapore** (Singapore), **Empty** (South Korea), **End Clothing** (United Kingdom), **Englehorn Mode** (Germany), **ESSX** (United States), **Estnation** (Japan), **Field Theory** (United States), **Fig Retail Dubai** (United Arab Emirates), **Flanella** (Italy), **Frasers Group** (United Kingdom), **Frauschuh** (Austria), **FWRD** (United States), **Galleries Lafayette** (France), **Galleries Lafayette India** (India), **Gaudenzi** (Italy), **GR8** (Japan), **Grey Flannel** (United Kingdom), **Guarini** (Italy), **Hankyu Hanshin** (Japan), **Harrods** (United Kingdom), **Harry Rosen** (Canada), **Harvey Nichols Dubai** (United Arab Emirates), **Harvey Nichols Doha** (Qatar), **Harvey Nichols London** (United Kingdom), **Harvey Nichols Riyadh** (Saudi Arabia), **HHV** (Germany), **Hirmer** (Germany), **Holt Renfrew** (Canada), **Isetan Mitsukoshi** (Japan), **ITK** (Latvia), **John Lewis** (United Kingdom), **Kiosque CC** (Japan), **L'Incontro** (Italy), **La Maison Simons** (Canada), **Lane Crawford** (Hong Kong/China), **Le Bon Marché** (France), **Le Capitaine d'a Bord** (Canada), **Level** (United Arab Emirates), **Liberty** (United Kingdom), **LMDS** (China), **Lodenfrey** (Germany), **Lorenz Bach** (Switzerland), **LuisaViaRoma** (Italy), **Lukse** (Russia), **Lungolivigno** (Italy), **Mantovani** (Italy), **Martin Patrick 3** (United States), **Marubeni** (Japan), **Mercury - TSUM** (Russia), **Michele Inzerillo** (Italy), **Mitchells** (United States), **Monn** (Switzerland), **Morleys** (United Kingdom), **Mouki Mou** (United Kingdom), **Mr Porter** (United Kingdom), **Musinsa** (South Korea), **My Theresa** (Germany), **Neiman Marcus** (United States), **Nino Alvarez** (Spain), **Nitty Gritty** (Sweden), **NK** (Sweden), **Nordstrom** (United States), **Olé Couture** (Spain), **Onyx** (Italy), **Parlamento** (Portugal), **Peggs & Son** (United Kingdom), **Peek & Cloppenburg** (Germany), **Printemps** (France), **Printemps NY** (United States), **Reischmann** (Germany), **Reyer Sport** (Austria), **Rezet Store** (Denmark), **Rialto Living** (Spain), **Richard Gelding** (United Kingdom), **Rinascence** (Italy), **Road Sign** (Taiwan), **Robert Old** (United Kingdom), **Rosa & Texeira** (Portugal), **Rubaiyat** (Saudi Arabia), **Sagmeister** (Austria), **Saks Global** (United States), **Sanahunt** (Ukraine), **Shift/Saks85** (Ukraine), **Simple Characters** (Greece), **SKP** (China), **Ships** (Japan), **Smets** (Luxembourg/Belgium), **Ssense** (Canada), **SVRN** (United States), **Takashimaya** (Japan), **Tessabit** (Italy), **The Business Fashion** (United Kingdom), **The New Trend** (Canada), **The Things of Ours** (United Kingdom), **The Wasted Hour** (Germany), **The Webster** (United States), **Tonic** (United Kingdom), **Trend** (Italy), **Trunk** (United Kingdom), **Univers Homme et Femme** (Philippines), **Wako & Co.** (Japan).

Pitti Uomo launches HYPERSCOUT:

the new AI-powered business matchmaking engine for the fashion sector

At this edition, Pitti Uomo introduces Hyperscout, the new artificial intelligence-based matchmaking service that revolutionizes the way brands and buyers connect, making business interactions more targeted and relevant. Developed in partnership with Hyperscout, a Dutch company specialized in artificial intelligence solutions for fashion wholesale, the system analyzes data and interactions generated during the latest editions of the fair to build accurate profiles of retailers and brands. Thanks to advanced AI models, the platform suggests strategic matches, creating a network of qualified contacts based on the real DNA of brands. In June, the advanced Hyperscout pilot project will be made available in preview to a selection of 200 exhibitors, who will be able to test features such as AI Matchmaking, Competitor Discovery and the exploration of new markets.

The Leading brands

Over **720** brands

of which **44%** come from abroad

All the brands participating in Pitti Uomo 110 at the Fortezza da Basso are also featured on the digital platform **Pitti Connect**.

THE POOL is the theme of Pitti Uomo 110

The Pool is the inspirational and visual theme of the Summer 2026 edition of Pitti Immagine Uomo, curated by Chris Vidal Tenomaa and Tuomas Laitinen, respectively editor in chief and fashion director of SSAW Magazine. By the poolside, a young man, like a modern Narcissus,



reaches out to touch his reflection on the still surface of the water. The light is icy and vivid, like in a David Hockney painting. The look is signed by Simone Rocha.

(see dedicated press release)

Fortezza mood: the immersive fashion experience of Pitti Uomo

The new features at the Fortezza

The spaces of the Fortezza da Basso offer a unique journey through fashion, art, history and design. Every detail is conceived to enhance the identity of the brands and of the five sections into which the fair is divided, in a continuous dialogue between the outdoor areas and the exhibition pavilions. Meanwhile, the elements of the Summer theme – THE POOL – make the visiting experience even more engaging.

_ Philéo Landowski and Pascal Hachem interpret THE POOL with an installation in the Central Courtyard

Welcoming the Pitti Uomo community will be the monumental installation located in the Central Courtyard of the Fortezza, **designed by Philéo Landowski in collaboration with Lebanese artist Pascal Hachem**. Not a literal interpretation of THE POOL theme, but rather a project that focuses on the **“behind the scenes” of a swimming pool**, on what is usually unseen: infrastructure and technical elements. The result is a monumental construction site: a dense **network of oversized pipes**, enlarged to sculptural scale and designed to be crossed and explored by visitors. The aim of the work is to reveal and encourage reflection on what lies beneath the surface of a simple moment of leisure while remaining invisible to our eyes: not only the materiality of infrastructure, but also labor.

_ “OUTOPIA” by VANISH: the new frontiers of “I GO OUT”

The I GO OUT section is radically transformed thanks to the **collaboration with the avant-garde outdoor magazine Vanish**. The result is **OUTOPIA**, a visionary experience that explores the **perfect fusion of performance, fashion and nature**. Reflecting a global shift in which outdoor culture is defined by shared worldviews, OUTOPIA demonstrates that technical functionality and aesthetic beauty are no longer in opposition. A showcase that brings together the vision of established brands and a selection of emerging labels specially curated by Vanish, combining technical excellence and sophisticated design. Through a dynamic program of events and activations, OUTOPIA invites the Pitti community to take part in a movement that is already redefining the global fashion landscape.

_ HI BEAUTY confirms the interest in niche perfumery

Following the great success achieved during the Winter edition of Pitti Uomo, **Hi Beauty returns in June, an exclusive space dedicated to avant-garde fragrances**. Located within the **Futuro Maschile** section, the area presents a carefully curated selection of independent brands representing the global new wave of fragrances, spanning from Europe to Asia. Born from the consolidated experience of Pitti Fragranze, Hi Beauty captures the sophisticated cross-pollination between artistic perfumery and fashion, a synergy increasingly sought after by concept stores and the world's most influential retailers.

The 5 sections and the names of the protagonists

From classic to casual, passing through research and outdoor, the ideal wardrobe is discovered in Florence. Among trends, novelties and inspirations, the Fortezza da Basso welcomes Pitti Uomo exhibitors offering visitors a brand mix that intercepts and satisfies market demands. Here are the 5 sections into which the Pitti Uomo exhibition journey is divided.

FANTASTIC CLASSIC

It is the section where the most representative companies of formal menswear are concentrated,



for an elegant wardrobe in constant evolution.

Among the brands of **FANTASTIC CLASSIC**: **04651 / A Trip in a Bag, Alessandro Gherardi, AT.P.CO, Baldinini, Barmas, Bellwood, Berwich, Bomboogie, Brett Johnson, Briglia 1949, Brunello Cucinelli, Caruso, Corso Mille, Crockett & Jones, Cruna, Digel, Diktat, Doriani Cashmere, Doucal's, Edward Green, Emanuele Maffei dal 1958, Fabi, Fox Umbrellas, Francesco Smalto, Fray Camiceria, FTC, Gabriele Pasini, Gimo's Italiana, Gran Sasso, Green George, Guess Man, Herno, Hèskimo, Invertere, Jamieson's of Shetland, Kired, L'Impermeabile, Loake, Lock & Co. Hatters, Luigi Bianchi, Mackintosh, Maerz Muenchen, Manto Italia, Manuel Ritz, Manzoni24, Marco Pescarolo Napoli, Mario Portolano, Munro Tailoring, Orlebar Brown, Outhere, Panchic, Paul & Shark, People of Shibuya, Piquadro, Roy Roger's, Sand Menswear, Sartorio, Schneiders, Settefili Cashmere, Sonrisa Camiceria Uomo, Stefano Ricci, Studio Seidensticker, Suns Boards, Svevo, Tateossian London, Tatra, TBD Eyewear, Tiger of Sweden, Tombolini, Tramarossa, Walker Slater, Xacus.**

FUTURO MASCHILE

It is the laboratory of contemporary research menswear. Here styles coexist and contaminate each other, mixing tailoring, innovative fabrics and luxury details.

Among the brands of **FUTURO MASCHILE**: **Alden New England, Alexander Hotto, ANT45, Aqua Alta, ASICS Walking, Avant Toi, Belowten, BePositive, Bonastre, Born Outside, Cachi, Castaner, Clabry, Colony Clothing, Croots England, Danward, Faliero Sarti, Felisi, Flabelus, Frescobol Carioca x La Marzocco, G.R.P., Gabriel Stunz, Giabsarchivio, Gogutsa, Hannes Roether, Ibeliv, Jacques Solovière Paris, John Smedley, Ketta, Kiefermann, Ma' Ry' Ya, Magazzino Ricambi, Max'n Chester, Mismo, Museum Garments, Nine: In The: Morning, NNT Lab, No Map Society, Paraboot, Pier Sicilia, Premiata, Private White, Ring Jacket, Roberto Collina, Sanders, Scaglione, Stefan Brandt, Teclor, Tela Genova, The White Briefs, Timothée Paris, Transit, Unimatic, Wahts**

DYNAMIC ATTITUDE

It is the section that brings to the stage sport and streetwear collections within which brands propose innovative outfits and vintage references.

Among the brands of **DYNAMIC ATTITUDE**: **24Bottles, Aeronautica Militare, Aquascutum Active, B.D. Baggies, Baracuta, Barbour, Blundstone, CHPO Brand, Coolway, Cotopaxi, Dickies, Drykorn, Duno, Ed Hardy, Ellesse, Fila, Filson, Flower Mountain, Gazzarrini, Got Bag, Guess Jeans, Helly Hansen, Invicta, Kangol, Kapten & Son, La Martina, Lyle & Scott, MC2 Saint Barth, Murphy & Nye, Naked Wolfe, Original Penguin, Pajar, Pro-Keds International, Prohibited, Psycho Bunny, Rag & Bone, Refrigiwear, Revolution, Spiewak, Sun68, Sundek, Superdry, Universal Overall, Voile Blanche, Woolrich**

SUPERSTYLING

It is the section that looks beyond, anticipating trends through unconventional aesthetic choices: new silhouettes and genderless cuts.

Among the brands of **SUPERSTYLING**: **American Vintage, Armor Lux, B'ker Vintage, Caleb Paris, Coopettebros, D.A.T.E., Final Draft, Gallia Knit Project, Goldwin, Harris Wharf London, ID.Eight, Iron and Resin, JJ Hats New York, Kappy Design, L. F. Lidfort, Les Deux, Manifattura Ceccarelli, Mos Mosh Gallery, Nanamica, Regal, Resolute, Santha, Scarti-Lab, Shoto, WOC.**

I GO OUT

It is the section that comprehensively illustrates the stylistic potential of progressive outdoor, between fashion and lifestyle. For this edition it is enriched by the special collaboration with Vanish Magazine.

Among the brands of **I GO OUT**: **Amundsen, Crispi, Demon, Equipment De Vie, Halo, Keen, Monofoo, Nat's, Nomaka, Norda, One Node, Outrails, Scandinavian Edition,**



Snow Peak Crispi, Demon, Equipement De Vie, Halo, Keen, Monofoo, Nomaka, Norda, Outrails, Scandinavian Edition, Snow Peak.

Special Events of Pitti Uomo 110

Guest Designer: SIMONE ROCHA

Simone Rocha, founder & creative director of the brand that bears her name, is Guest Designer of Pitti Uomo 110. For the occasion, the Irish designer based in London will stage in Florence her first independent menswear show, on Thursday, June 18, blending her poetic vision — which explores recurring themes of Ireland, Hong Kong, art and family — with the historic backdrop of the city. Simone Rocha's garments are also featured in The POOL campaign.

(see dedicated press release)

Guest Designer: DSM Kei Ninomiya

Another Guest Designer of Pitti Immagine Uomo 110 is DSM Kei Ninomiya. At the center is the spirit of DSM — the first label signed by Dover Street Market — according to Kei Ninomiya, the Japanese designer appreciated for his conceptual approach and already at the helm of noir kei ninomiya, his label developed under the aegis of Comme des Garçons. In Florence, the Spring/Summer 2027 menswear collection will be presented with a special runway event – **Wednesday, June 17 at 10.00 PM** in a location yet to be revealed – in the distinctive style that defines the designer.

(see dedicated press release)

Special Guest: JIYONGKIM

JiyongKim, the brand bearing the name of South Korean designer Jiyong Kim, already acclaimed by international critics after standing out among the top talents at the 2024 edition of the LVMH Prize, will be the Special Guest of this edition. JiyongKim will present his vision through a project-event specially conceived for Florence and realized in his distinctive style at the Fortezza da Basso, on view for the four days of the fair in the spaces of **Magazzino 07**. In addition, a special presentation is scheduled for **Wednesday, June 17 at 12:00 PM**. The event is supported by Fondazione Pitti Discovery and the Korea Creative Content Agency.

(see dedicated press release)

CPHFW Special Project: SUNFLOWER

The Copenhagen-based brand Sunflower will stage a special runway event in Florence - **Wednesday 17 June, at 7.00 PM at terrazza del Teatro del Maggio Musicale-** as CPHFW Special Project, thus introducing the brand to the international audience of Pitti Immagine Uomo. The collaboration is part of the event program celebrating the 20th anniversary of Copenhagen Fashion Week, and at the same time highlights Pitti Immagine's longstanding commitment to Nordic design.

(see dedicated press release)

WILLIAM PALMER

Winner of the I:C Pitti Immagine Award at ITS 2026

English designer William Palmer, recent winner of the I:C Pitti Immagine Award at the latest edition of ITS International Talent Support — for his gentle perspective on menswear and his rare ability to translate social and political themes into coherent and impeccably crafted garments — has been invited to Pitti Uomo 110. He will present his collection "The Brief Exposure," infused with the typical humor of the British working class and the radical choice of public self-exposure, with a special installation at the Sala delle Nazioni.



In collaboration with Pitti Immagine:

Sara Sozzani Maino and Galib Gassanoff for CONSINEE

Consinee, the Chinese company recognized as a leader in cashmere and luxury yarns, returns to Pitti Uomo. For this edition, the brand renews its collaboration with Sara Sozzani Maino and Galib Gassanoff, presenting the second chapter of their creative dialogue: **“Suspended Grounds.”** The project evolves beyond the artisanal gesture to enter the realm of textile art, through a unique installation set up in a new location within the Fortezza, the Cavedio of the Central Pavilion. The exhibition space highlights the distinctive elements of the Consinee brand: exceptional craftsmanship, high-quality materials, and advanced production expertise. In addition, a special presentation for press and buyers is scheduled for Wednesday, June 17 at 10:00 AM.

International Participations

CODE KOREA: focus on Korean design

Third edition for CODE Korea, the project born from the collaboration between Pitti Immagine and Korea Creative Content Agency with the aim of promoting Korean fashion and its key players. A selection of six brands will be hosted in the **historic Polveriera spaces**, offering visitors **a comprehensive vision of Korean design** capable of blending contemporaneity and artisanal tradition.

Here are the featured brands: **Ajobyajo, Egnarts, Finoacinque, Sung Ju, Theballon, Vegan Tiger.**

J∞QUALITY: manufacturing excellence Made in Japan

Eighth edition for **J∞QUALITY FACTORY BRANDS PROJECT**, curated by the Japan Apparel and Fashion Industry Association (JAFIC), with special consultancy by Hirofumi Kurino and creative direction by Masato Koyama of HEUGN. At the **Attic Floor** of the Central Pavilion, this collaboration focuses on high-quality Japanese apparel and production districts, featuring a selection of some of the finest Made in Japan manufacturers.

Among the brands featured in this edition: **GOOD PEOPLE GOOD STITCHING GOOD PRODUCT** from **MARUCHO**, **InakaDate** from **SUNLINE**, **W.T.** from **SUNLINE**, **SANYOCOAT** from **SANYO SHOKAI**, **S.ESSENTIALS** from **SANYO SHOKAI**, **SKEWEd** from **EDWIN**, **J.PRESS** from **ONWARD KASHIYAMA**.

CHINA WAVE: the new frontiers of Chinese menswear

Now in its fifth edition, CHINA WAVE presents the best of **contemporary Chinese menswear**. Thanks to the consolidated collaboration between Pitti Uomo and China National Garment Association, the Fortezza da Basso will host a showcase of brands and designers selected for their exceptional quality and aesthetic innovation. It is an essential stop to discover how Chinese creativity is asserting itself on the international scene.

Among the featured brands: Kimusso, Septwolves, Shoot brand, Signigt, Soarin, Swof Care, Zifei Wang.

PROMAS: proposals arriving from France

The creativity and dynamism of **French menswear** return to the spotlight at Pitti Uomo 110, thanks to the renewed collaboration between Promas French Menswear Fédération and DEFI. The two organizations support the participation of a selection of French brands, offering a rich and contemporary overview of what menswear represents today.

ICEX: the selection of Spanish brands

ICEX, which promotes Spanish creativity worldwide, brings to the Fortezza da Basso a selection of brands of strong interest. This strategic showcase highlights the diversity of **Spanish**



menswear, from traditionally inspired tailoring to urban lifestyle brands, strengthening its presence within Pitti Uomo's international buyer community.

Among NEW NAMES and RETURNS:

030, Abarca Shoes, Bellwood, Born Outside, Castaner, Clabry, Colony Clothing, Danward, Dickies, Domozero, Frescobol Carioca x La Marzocco, Gazzarrini, Gogutsa, Guanabana Handmade, Harber London, Hestern, Kappy Design, Kavki, Ketta, Kimusso, Max'n Chester, Mayser, Mimir, Mosso Sunwear, Murphy & Nye, Neude, One Node, Original Penguin, Outrails, Pampeano, Pier Sicilia, Piumha Studio, Private White V.C., Pro-Keds International, Rajesh Pratap Singh, Refrigiwear, Ses Palma, Signigt, Soarin, Soloio, Sombrero Life, Sundek, The White Briefs, VTR, Wax London, Zifei Wang.

HIGHLIGHTS @ Pitti Uomo 110

Special participations, debuts, projects and collaborations — here is a selection of previews:

WP LAVORI IN CORSO

There are many new developments from the brands of WP Lavori in Corso presented at Pitti Uomo. For the SS27 season, **Baracuta** focuses on the G9 harrington jacket in new colors and confirms its collaboration with Filson. **Blundstone** presents a new summer collection featuring sandals, clogs and mules. Barbour places the world of tartan at the center and expands its accessories offering for both **men** and women. At the core of **Filson's** SS27 Menswear collection is the Rugged Utility Outdoor line. Universal Overall introduces its "Made in U.S." workwear capsule. Finally, **BD Baggies** reinterprets its heritage, bringing its iconic shirts into the summer world.

ELLESSE

In the Polveriera Courtyard of the Fortezza da Basso, the iconic brand that has dressed athletes since 1959 — from ski slopes to tennis courts — presents the SS27 collection "Icône in Rinascita." Here Italian tailoring meets the rhythm of sport. Not simply a revisiting of the past. The brand's heritage lives on in silhouettes, colors and timeless codes.

ORIGINAL PENGUIN

The historic Made in USA brand, renowned for the iconic polo shirts first launched by Bing Crosby, presents itself at Pitti Uomo within a striking space in the Piazzale delle Ghiaia. It will be an opportunity to discover the brand's new direction and all the novelties of the upcoming season.

REFRIGIWEAR

RefrigiWear, founded in 1954 in New York City to meet the needs of workers in the Meatpacking District and the Fulton Fish Market, returns to Pitti Uomo. In the Sala Grotte, it will present an evolved proposal, in perfect dialogue with the brand's historic identity, based on innovative design that ensures protection and comfort in any environment.

MURPHY & NYE

Also returning to the Sala Grotte is Murphy&Nye, a reference brand in the Sailor Core world, founded in 1933 in Chicago. On display is the Spring/Summer 2027 collection, which reinterprets in a contemporary key the iconic garments that made the brand a leader in the sector, blending nautical heritage and stylistic research. Inside the stand, a selection of photographs will narrate the brand's history and its most important sailing competitions.

SUNDEK

Sundek returns to Pitti Immagine Uomo 110, following its recent acquisition by the Turin-based group BasicNet. Founded in 1958 along the Californian coast, the brand will present the Spring/Summer 2027 collection. The new feature is the Goldenwave label: a return to the origins,



inspired not only by surfing but also by Californian visual and cultural elements. The Original line will also be presented, centered on the Rainbow boardshort. Finally, the collaboration with Japanese illustrator Kentaro Yoshida will be unveiled.

PRO-KEDS

The iconic performance footwear brand — loved by legendary athletes such as Magic Johnson and Michael Jordan — returns to Pitti Uomo and presents at the Sprone a preview of the SS27 collection, reintroducing and reinterpreting three iconic silhouettes: ROYAL, RACER 77 and SKY. The brand, which has evolved over time, consolidates its relationship with the Italian market through Pitti Uomo, already initiated with the Milan showroom and the flagship store in Rome.

DICKIES

Dickies debuts at Pitti Uomo presenting, in the Sala Ottagonale, a preview of the SS27 collection. It will also be the occasion to announce an important collaboration with an iconic streetwear brand. During the event, Dickies will dress the Pitti Uomo staff, concretely expressing its workwear heritage.

PHILIPPE MODEL PARIS

Philippe Model Paris returns to Pitti Immagine to celebrate a new chapter marked by its recent acquisition by Swinger International SpA, through a narrative path retracing the brand's values and identifying codes, from Parisian heritage to Italian creativity and craftsmanship. The objective is to enhance the brand's authentic aesthetic by transforming its iconic elements into the foundation of a solid international expansion and development project within the *premium casual luxury* segment.

IBELIV

Designer Liv Ramanandraibe, founder of IBELIV, presents an immersive installation inspired by the underwater world. Originally from Madagascar, the designer shares a dreamlike vision of aquatic life and will also unveil the IBELIV BEACH CLUB capsule collection — a true invitation to travel and to a state of endless summer.

FRESCOBOL CARIOCA X LA MARZOCCO

At the Attic Floor, La Marzocco — the iconic Italian coffee machine brand — and Frescobol Carioca present "Cafézinho Carioca," a special space combining the Italian espresso ritual with Brazilian design and slow living culture. In this original café-cocktail bar visitors will discover the co-branded La Marzocco and Frescobol Carioca capsule collection dedicated to luxury beachwear, as well as the Marzocco Linea Mini coffee machine customized by Officine Fratelli Bambi.

CASTANER

The celebrations for Castañer's centenary begin at Pitti Uomo. The brand's iconic footwear with braided jute soles, synonymous with timeless elegance and craftsmanship, first created in 1927 in a small atelier, remains a summer must have.

BORN OUTSIDE

Born Outside, a 100 % Made in Italy footwear brand, makes its debut at Pitti Uomo in Futuro Maschile. The brand will transform its stand into a photographic studio, involving journalists, buyers and guests in the shooting of the new SS27 collection "Corso." A true launch campaign, starring a minimalist sneaker featuring a custom sole that conceals the Born Outside "O" monogram.

SNOW PEAK

The Japanese brand, one of the leading names in the I Go Out section, takes part in Pitti Uomo with a new selection of garments and accessories for camping and outdoor living. Founded in



1958, it has since been committed to conveying an increasingly relevant message: contact with nature is regenerative and the only antidote to modern frenzy.

WAX LONDON

The luxury streetwear brand Wax London makes its debut at Pitti Uomo in the Superstyling section. The British brand will present pieces from its new collection at the Ground Floor of the Arsenale.

And in the Fortezza, the PITTI Mags newsstand returns

PITTI Mags, the blue newsstand curated by Frab's Magazines, returns with a new selection of magazines dedicated to fashion, art, design, food, beauty, sport and lifestyle, offering an updated perspective on quality periodical publishing.

In collaboration with Pitti Immagine

_ LEON magazine a Pitti Uomo: celebrating 25 years of style

To celebrate the 25th anniversary of LEON magazine and the 160th anniversary of diplomatic relations between Japan and Italy, LEON collaborates with Pitti Immagine on a structured project. The centerpiece is an exhibition at the Central Pavilion featuring a curated retrospective of LEON's iconic street-style photography at Pitti Uomo. The program will be enriched by a series of events, including an industry talk, an interactive street-style activation for visitors and an exclusive cocktail.

_ HISTORES a PITTI UOMO 110

The association bringing together 40 multibrand stores returns to Florence with **THIS IS HISTORES**, an event in collaboration with Pitti that will take place on Tuesday, June 16 in the gardens of Villa Vittoria. During the evening, the tenth collection of **Hindustrie**, Histores' house brand and the first private label in Italy created by an association of independent boutiques, will be presented.

"This Is Histores is an event, a one of a kind celebration that has now become a fixed appointment during the days of Pitti," says Marco Inzerillo, President of Histores, "and it has achieved success beyond expectations. With this moment of gathering, we want to create a circle that includes collaborators, suppliers and companies. We need security and stability that must be guaranteed by our companies. From this perspective, the Hindustrie project becomes fundamental for us in writing the future chapters of our work."

_ CAMERA BUYER ITALIA

The longstanding collaboration between Pitti Immagine and Camera Buyer Italia continues, offering members a series of welcome services at the Fortezza da Basso during their visit to the fair. The association brings together and represents the leading luxury multi-brand stores across Italy and internationally. The first European ambassadors have also recently been appointed; the initiative aims to build an authoritative and structured global network by connecting the finest independent luxury boutiques, giving them a unified voice in their dialogue with brands, institutions, and the key players of the fashion system.

Among the events scheduled in the Fortezza:

_ GOOS Index

The first global intelligence tool designed to support professionals, companies and institutions in navigating the complex ecosystem of sustainable fashion debuts at Pitti Uomo with a presentation scheduled for Thursday, June 18 (UniCredit Theatre – Sala della Scherma). GOOS Index gathers over 1,000 organizations and 3,000 decision-makers from more than 70 countries, distributed across 10 categories covering the entire fashion ecosystem: from brands and manufacturing companies to sustainability and circularity technology providers, innovative



material producers, NGOs and associations, universities and research centers, media and consulting firms.

Emilio Pucci: A book retraces its compelling story

On June 17 at 4:00 PM, a presentation will be held for the volume **“EMILIO PUCCI: the extraordinary story of a great artist of fashion.”** Behind the iconic prints and vibrant colors that defined Pucci’s aesthetic lies a remarkable story of courage and intrigue that reshapes our understanding of this refined gentleman, aviator, and visionary, because his extraordinary journey of resilience extends far beyond style. In the presence of the authors Idanna Pucci and Terence Ward, with the participation of Suzy Menkes.

Among the events in the city:

CFMI aperitivo with the Chef

On Wednesday, **June 17** at the **Chiostro of Santa Maria Novella**, the Centro di Firenze per la Moda Italiana presents “Aperitivo con gli Chef”: a special event featuring a selection of outstanding local food and wine excellences and renowned chefs. The event is held under the patronage of the Municipality of Florence, with the contribution of the Florence Chamber of Commerce, the support of CNA Firenze and Confcommercio, and with the Consorzio Vino Chianti Classico as technical sponsor.

SEBAGO celebrates its 80th anniversary

On the occasion of Pitti Uomo 110, taking place from Tuesday, June 16 to Thursday, June 18, Sebago celebrates its 80th anniversary in Florence with the third stop of the Sebago Boat Tour, which will see the iconic Docksides boat shoe navigating along the Arno.

POLIMODA: GRADUATE SHOW 2026

On June 15 at 6:30 PM, in a location yet to be revealed, Polimoda presents the Graduate Show. In the year celebrating the fortieth anniversary of the school’s foundation, the best graduate collections take to the runway, showcasing the pure creativity of a new generation of designers at the beginning of their careers. A multifaceted and multicultural universe of individual voices that together offer a vision of the future of fashion.

IED PATHOS FORMULAS

Pathos Formulas is the exhibition and installation project that IED presents on Tuesday, June 16 at 6:00 PM at the former Teatro dell’Oriuolo. Curated by Francesca Gavin, Editor-in-Chief of EPOCH Review and Director of Visual Arts at Murmur, the project brings together the practices of students in fashion design, styling, photography, graphic design, video, sound, and interior design, activating a transdisciplinary device. Fashion is taken as the starting point. At the core of the research lies the concept of Pathosformel elaborated by Aby Warburg, understood as a principle of transmission and reactivation of expressive forms over time.

Istituto Marangoni Firenze

On the occasion of Pitti, FARMA 282 presents the launch of the third issue of **FarmaZine**, entitled **“Profumo,”** in collaboration with Istituto Marangoni Firenze. The event will take place on **June 18, 2026**, from 6:30 PM to 10:00 PM, at **Bunker Galleria**, a contemporary art and interior architecture exhibition space located at **108r Via San Gallo in Florence**, with a DJ set curated by Nicolò Antonini.

BUNHOVA by BUNGARO, “La stanza”

Founded in Florence in 2025 around a bag designed by Alessio Mussati, the brand produces accessories and garments in a handcrafted and limited-edition manner. At the Florentine headquarters — Studio 64 — the team, composed of Alessio Mussati, Riccardo Paniccia, Niccolò Camarlinghi, Vita Bolza and Fabiola di San Giuliano, creates objects meant to be touched, used and lived. On the occasion of Pitti Uomo, the brand presents the new BUNHOVA



PITTI IMMAGINE UOMO

by BUNGARO menswear and womenswear collection (Studio 64, via Il Prato 64, Tuesday June 16, 5:00 PM – 8:00 PM, by invitation).

PITTI UOMO IS ALSO DIGITAL WITH PITTI CONNECT

Alongside the physical fair, Pitti Immagine continues to enhance on the global platform PITTI CONNECT the proposals, novelties and special initiatives of the exhibitors at uomo.pittimmagine.com

**The Pitti Crew wears
DICKIES and MUNICH X**

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