



PITTI IMMAGINE UOMO

PITTI GOES WILD!

WILD is about thinking outside the box. It is a bold take on the here and now. It is **a rebellion against clichés**.

That is why **WILD** is the word – and manifesto – behind the **111th edition of Pitti Immagine Uomo**: GO WILD! is a call to freedom.

But what does it mean to us to go WILD? It means **dressing not to fit into a category**, but to express a style that is constantly evolving. This is not about references or nostalgia. Instead, Pitti Uomo invites us to continually rethink masculine identity, **forever caught between instinct and precision, restlessness and structure**.

These are the contrasts explored by **Tuomas Laitinen** and **Chris Vidal Tenomaa**, the art directors behind the advertising campaign for the upcoming winter edition of the show. In front of their lens is **Arno Nauwelaerts**, dressed in **Dunhill**. The image brings to mind Johnny Rotten photographed in 1970s New York: straw-blond hair paired with an immaculate Savile Row suit. Punk, yet impeccably polished. Refined Punk, we might call it.

Poetic, yet uncompromising. Sophisticated, without affectation. Today's wardrobe brings elegance and freedom together. Sartorial precision becomes instinctive, while imperfection becomes a human, creative gesture.

That is what WILD is: a conscious way of being subversive, contemporary and individual. It is part of our DNA.

So, let's break free! **PITTI GOES WILD!**

Credits

Photography: Chris Vidal Tenomaa

Styling: Tuomas Laitinen

Model: Arno Nauwelaerts at Tomorrow is Another Day

Hair: Miika Kempainen

Art Direction: Tuomas Laitinen and Chris Vidal Tenomaa

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