PITTI IMMAGINE UOMO

Announcement #1

DUNHILL
Guest Designer
at PITTI IMMAGINE UOMO 111

At the next edition of **Pitti Immagine Uomo 111** (Florence, January 12-15, 2027), the **Guest Designer** will be **DUNHILL**, the British luxury menswear house that has been under the creative direction of **Simon Holloway** since 2023. For the occasion, the House will stage an exclusive salon show in Florence, on the evening of Thursday 14th January.

“Florence has long held a particular place in the English imagination, from the days of the Grand Tour, when young British artists and aristocrats travelled through Italy. In pursuit of learning and inspiration, the centuries-long relationship between the English and the city of Florence has been shaped by a shared appreciation for artistic expression and the art of the classical – a sensibility that feels deeply resonant within the world that Alfred Dunhill built. There is an enduring love story in that Anglo-Florentine exchange: the restraint and rigour of English style set against the artistry and elegance of Florence.

Pitti Uomo holds a singular place in menswear, and it is a great honour to be invited to present the collection here. To bring our cutting edge classicism to Florence, within a forum that has played such an important role in celebrating the art of menswear, feels especially meaningful,” **says Simon Holloway, Creative Director of dunhill.**

“Some houses embark on a new chapter without the need for overt revolutions,” **says Francesca Tacconi, Special Events Manager at Pitti Immagine.** “Working from a vision that is both personal and deeply attuned to the dunhill ethos, Creative Director Simon Holloway is reshaping the wardrobe of the contemporary gentleman, exploring the tension between refinement and casual elegance. His masterful reinterpretation of British tailoring is rooted in the House’s rich and living heritage, the distinctive language of traditional English menswear, exceptional materials, and British and Italian craftsmanship. Mastering the rules of etiquette, respecting their codes, and still feeling free to break them with style is a distinctly British attitude. It is one we sought to capture in the Pitti Uomo advertising campaign, where an impeccable suit, worn with gentlemanly nonchalance, is given a punk edge that adds irony, individuality, and desire.”

“Precise in his choice of aesthetic references and understated in his allusions, season after season Holloway pushes his exploration further, bringing together a sense of casual elegance and masculine sophistication that is tailored to a life well lived. The reinterpretation of House heritage becomes something instinctive and personal – modern and irresistible. It is celebrated through events that rank among the most compelling on today’s fashion calendar, with cinematic settings and casting.”

“Pitti Immagine extends its invitation to a talent capable of making a lasting mark on menswear and redefining the codes of the classics – an invitation reserved for some of the most significant names in global fashion.”

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ABOUT DUNHILL

Founded in London in 1893, dunhill began with one man's instinct to make the purposeful beautiful. From Motorities for a new generation of motorists, the House evolved into a complete world of menswear, leather and hard luxury.

"It must be useful. It must work dependably. It must be beautiful. It must last. It must be the best of its kind." This founding belief continues to guide the House today, rooted in the conviction that purpose and beauty should never be separated.

Today, dunhill is the ultimate reference for English menswear, bringing the same spirit of ingenuity to timeless English style and exceptional craftsmanship. Closely connected to its heritage, the House creates clothes, leather goods and hard luxury for men of character, celebrating craftsmanship, invisible innovation and the most exceptional materials. The blazer sits at the centre of this distinctive wardrobe and world, guided by the enduring ambition to make everything the best of its kind.