



# PITTI IMMAGINE UOMO 97

## OVERVIEW OF GLOBAL MARKET TRENDS AND LIFESTYLES

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From 7 to 10 January 2020 Pitti Immagine Uomo brought together the most important players in menswear and contemporary lifestyles to Florence. A multitude of voices gave rise to unique moments of discovery and debate, an increasingly multi-faceted experience that is capable of revealing next season's trends and, at the same time, offering input in order to understand, in advance, the challenges and strategies of global fashion retail. The winter edition of the fair was coloured by special projects from fashion scenes that are distinguished by their creativity, respect for tradition and with an eye towards the future. The increasingly precise venues showcased a selection of brands that offer a prompt response to market demands. The calendar of events and special projects were enriched by prestigious names. In a fast and fluid world the Pitti Immagine style was confirmed as a vital compass guiding the choices of the global fashion community.

"We are very pleased at how business went at the Fortezza," says Agostino Poletto, General Manager of Pitti Immagine, "As well as around town, with the events and the quality of the many presentations. This was, first and foremost, down to the extraordinary work of the over 1,200 exhibitors at Pitti Uomo who brought to Florence the fruits of their constant research into materials, manufacturing techniques and clever stylistic innovation, alongside more refined communication and promotion strategies. This merit should be shared with our



marketing curators who have discovered lots of new and interesting brands from all over the world and have built a broad, diversified and, in many ways, unique offering which was highly appreciated by the buyers. All the most influential boutiques, the big department stores, the high range e-commerce platforms were there. Having said this, there was a drop of around 10 percent in the total attendance compared to last January, but this was a physiological and expected drop, the bulk of which was mainly represented by the Italians, so no surprise. There were around 21,400 real buyers, of which more than 8,300 came from abroad, dimensions that only Pitti Uomo can boast on a worldwide level. On the other hand, if developed economies are showing weak growth, if China and Germany are slowing down too, if European – especially Italian – consumption is at a standstill, if social tensions are increasing and the global geopolitical scenario is on the boil, how can we think that none of this will become translated into greater caution on the part of buyers?”.

“It is true” comments Raffaello Napoleone, CEO of Pitti Immagine “that we had a difficult start this time. The international calendar forced us to open immediately after the Christmas vacation, at the very same time the sales- which are vital for the majority of retailers - were getting underway. But we recovered towards the end, also in purely numerical terms, and are very satisfied, as are the exhibitors. Next year we will move to the following week which will be a good thing for the entire system. But numbers are the cold facts which all quality fairs have to face with realism and without fear. Pitti Uomo is, above all, a high range men’s fashion fair and retailers are becoming concentrated in this area at an accelerated pace all over the world, not to mention the growing share of sales on quality online platforms. This means that there are fewer stores, fewer buyers, but the spending capacity of each individual commercial entity has greatly increased. For us Italians you just have to take a walk around the streets to realize how many stores have closed in recent years. The brands themselves are carrying out a process of selection, they are withdrawing from the retailers that cannot offer guarantees in terms of stability, service and care with regard to the type of offering they propose to consumers.”

“I understand that, for non-members of the trade, seeing a minus sign can result in the formulation of controversial opinions regarding the success or lack thereof of an event,” continues Napoleone, “and I also understand the certain preoccupation of the city’s economic operators who, by practice or by instinct, understandably look at the immediate revenue, but the value of a fair like Pitti Uomo needs to be assessed on the basis of broader and more enduring criteria: New export opportunities for the more dynamic brands, the impact of communication, the

strategic guide of the promotional policies of an entire sector, the diffusion of innovation, the face-to-face debate between the various segments of the production chain and between buyers and companies, the importance of the cultural element. These are the factors that dictate the leadership of this fair and its role as a point of reference for the international fashion system, a reference that remains such during both calm and stormy weather.”

Here is the first ranking of the 20 most important markets at Pitti Uomo: Germany, Japan, Netherlands, United Kingdom, Spain, Turkey, France, Switzerland, Belgium, United States, Russia, South Korea, China, Austria, Greece, Portugal, Sweden, Denmark, Canada, and China-Hong Kong.

## The special guests of this edition

### Pitti Celebrates Brioni’s 75th Anniversary

Pitti Immagine celebrated 75 years of one of the most renowned men’s luxurymasons with a special event in Florence. Curated by Olivier Saillard, the event at Pitti Uomo presented the new collection in a celebration of the brand’s history.

## And among the special participations at this edition



A growing number of fashion brands, groups and frequent exhibitors choose Florence to celebrate important anniversaries and milestones with special events across the city:

### Blauer presents Human Landscapes

FGF Industry celebrated its twentieth anniversary in collaboration with Pitti Immagine Uomo with an immersive exhibition presented by Blauer at La Dogana in Florence. A road



**My Wardrobe Man Outerwear to Innovate Wool Craftmanship**  
At PittiUomo 97- with a special installation in the Central Pavilion - "My Wardrobe: Man Outerwear To Innovate Wool Craftmanship" was unveiled: A project by The Woolmark Company, under the patronage of "Campaign For Wool - patron HRH Prince of Wales," developed by students from Accademia Costume & Moda, with the collaboration of Maison Valentino and Dyloan Bond Factory. The project keywords are: Wool, Craftmanship, Innovation, Identity.

### Among the events

#### Fiskars by Maria Korkeila

Among the special events happening at Pitti Uomo 97, the Finnish brand Fiskars, known worldwide for its high-quality home and garden tools - including the iconic orange-handled scissors - launched its first-ever clothing and accessory collection designed by Maria Korkeila. Finalist of the Festival international de Mode et de Photographie at Hyères and winner of the Schiaparelli Prize in 2017, the Finnish fashion and textile designer created 11 unisex workwear-meets-streetwear versatile styles, crafted from organic and recycled materials and vegan leather, that premiered at Palazzo Pucci on 7 January 2020, as part of the Palazzo Finlandese event series launched by Juni Communications and SSAW Magazine.

#### TRAILBLAZER Chiara Boni

Chiara Boni debuted her first men's wear collection, TRAILBLAZER Chiara Boni, during the PittiUomo 97 days at the brand's new store in Florence. The capsule of 5 must-have pieces were entirely produced in Italy, with a fully sustainable manufacturing approach.

#### Renato Balestra's CELEBLUEATION

The anthological exhibition of about 300 Renato Balestra's sketches, drawings and clothes personally chosen by the international couturier who has designed for queens, princesses, first ladies and international personalities, opened at Fondazione Zeffirelli on the 8th of January. The exhibition told the story of the myth, the character and the artists behind the Italian fashion house that has managed to maintain a family tradition, combining it with a solid managerial structure.

#### Studio 24: Una Chiamata Per I Talenti by Istituto Marangoni Firenze

Art and Fashion: The dual soul of the Istituto Marangoni Firenze is revealed to the city with a project dedicated to talent and creativity. A competition for young multimedia artists transforms the façade of Via Tornabuoni into a video installation, a special project in the Istituto Marangoni Library, and a panel featuring Caroline Corbetta, Sergio Risaliti and Federico Poletti, dedicated to the incredible union between art and fashion.

trip through the United States taken by British photographer James Mollison on behalf of Blauer. A visual narration of authentic landscapes and people in the form of a genuine snapshot of contemporary America.

#### Woolrich marks 190th Anniversary with Special Installation

In honour of the brand's 190th year, Woolrich returned to Pitti Uomo 97 with "The Ultimate Woolrich Experience," at La Dogana in Florence. Three installation rooms provided a unique, immersive experience exploring the multifaceted Woolrich universe and premiering the Woolrich Arctic Capsule, a tribute to the evolution of the original Arctic Parka.

#### The Sergio Tacchini Special Event @ Pitti Uomo

The Italian sportswear brand joined forces with Pitti Uomo to showcase a Sergio Tacchini retrospective celebrating the brand's heritage as well as highlighting the latest collection under new ownership and the appointment of Dao-Yi Chow as its Global Creative Director.

### Special projects and events at the Fortezza da Basso

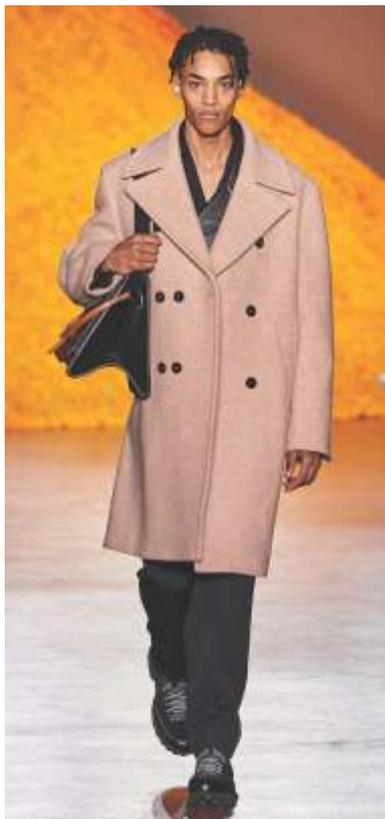
#### Land Flag: From waste to new materials

A space inside the Lyceum became a new "place of ideas" for exhibitions, installations, conversations and hints with a different approach. For this edition, international architect Andrea Caputo proposed "Land Flag", a reflection on consumption and recycling. Exposed, like an island, the plastic waste produced in a week by a professional studio of about six hundred square meters in which sixty people work. Around this space, a series of conversations took place, curated by Angela Rui, design critic and curator. The area was created with the contribution of Reda, a leader in sustainable fabric production.



## Jil Sander, The Pitti Uomo 97 Guest Designer

Jil Sander was the guest designer of Pitti Uomo 97. Lucie and Luke Meier – the creative co-directors of Jil Sander since the spring of 2017 – presented the new menswear collection by the iconic German fashion house at a special event in Florence.



## Stefano Pilati, The Pitti Uomo 97 Pitti Special Guest

Stefano Pilati is the Pitti Uomo 97 Special Guest with his independent label “Random Identities.” With over three decades of experience in the world of international fashion, Pilati is considered to be one of the most influential designers of his generation. The presentation of the FW 20/21 collection during the fair offered the opportunity to grasp the essence of his new project





## Telfar, ThePittiUomo 97 Special Project

The unisex brand Telfar was the Special Project of the next PittiUomo. Founder Telfar Clemens, who launched the line in New York in 2005, presented his fluid and 'simplex' (simple + complex) fashion concept in Florence with a special event where aesthetics, look, identity and functionality were blended together in a unique project.

## Otherwise Formal

For the 97th edition of Pitti Uomo, Dust Magazine curated a special runway show at the Fortezza da Basso. A new project exploring what could be considered one of Pitti's main contributions to menswear: Expanding the boundaries of what formal wear is and how it can be worn differently. This continuous exercise throughout the editions has managed to bind together oppositely charged elements, such as fine tailoring, classic uniform aspects, with casual attire and sportswear: A new equation between quality and innovation which shaped the contemporary definition of formal. These are the aspects of the everyday-wear for the everyday man that the magazine through its point of view celebrated in a show. A selection of garments and looks from Italian and international brands walked out from the fair stands into the open space of Fortezza da Basso, engaging the public with a question. What is the new formal today?





## The Fashion Show by Rolf Ekroth and Terinit

The Finnish saga continued with the return to Florence of Rolf Ekroth and Terinit, for a joint special event on January 8, realised with the contribution of Pitti Immagine. Rolf Ekroth is one of the most talented Finnish designers: The Aalto University graduate was a Hyères Fashion Festival finalist in 2016 and participated to Guest Nation Finland at Pitti Uomo. Terinit is an old Finnish sporting label established in 1949 that played an important part in building the brand of Finnish winter sports and national identity. After the success of their collaboration at Pitti Uomo last year, as part of the Palazzo Finlandese program, the two teamed up again for a new special presentation.

## The Iconic K-Way® Brand Protagonist of a Special Event

An event dedicated to the original pac-a-mac, the one that entered the dictionary. A journey exploring the history of the brand through its most iconic products, key references to read the present and access the future.

