



PITTI UOMO 96

Presents Men's fashion & lifestyle collections for S/S 2020

Pitti Uomo 96, the leading global trade fair dedicated to menswear and contemporary lifestyles, will be held in Florence which was held at Fortezza da Basso from June 11-14, 2019, confirmed itself as a global crossroads of trends, novelties and launches of new projects for men's fashion and lifestyle. A total of 30,000 visitors and over 18,500 buyers arrived in Florence from 100 foreign countries, for an edition full of energy and optimism. Some important markets such as France, Turkey, Hong Kong, Belgium and Russia were performing well, whereas buyers from China, Germany, Spain, Japan and those of Italian buyers were slightly down. Germany ranked first in the top 15 foreign markets, followed by Japan, Spain, the United Kingdom, the Netherlands, France, Turkey, the United States, Switzerland, China, Belgium, South Korea, Russia, Austria and Hong Kong.

The Global Fashion & Lifestyle Platform

The show offered a world of styles and unique projects to express the latest fashion trends. It featured a well-curated edit and mapping out of select lifestyles, a focus on venues with cutting-edge fashion research and an emphasis on more forward-thinking areas. There were projects that combined outdoor and fashion moods to represent the new souls of the athleisure wardrobe and revealed the know-how of contemporary artisans. In addition, one finds the excellence of the new classics alongside the most up-to-date sportswear brands, the new generation of talents from Northern Europe and the latest names on the Far East fashion scene to luxury streetwear and the most pioneering styles. All this took place within the unique atmosphere of the Pitti Experience.

The Pitti Special Click

The theme of the Pitti Immagine summer fairs

Something Special Clicks into place every six months at the Pitti Immagine fairs when the research carried out by brands and the Pitti team into new projects, events and international names faces off with the research of buyers, journalists, influencers and visitors from all over the world. The resulting sparks produce an always new energy and emotions together with a certain "X Factor" that made each encounter a success and made people eager to come to Florence in order to see, learn and try to understand. This is The Pitti Special Click, the theme of this summer's fairs which sums up the energy that circulates around the Fortezza and suddenly finds a direction. The Main Forecourt of the Fortezza da Basso was once again transformed through the set design curated by stylist Sergio Colantuoni. The Pitti Special Click was also presented through the fairs' new advertising campaign by Emilio Tini, the photographer and artist whose style celebrates Italian creativity and savoir faire and who has collaborated with prestigious international brands.

The special exhibit celebrating 30 years of Pitti Immagine Uomo

Romanzo Breve Di Moda Maschile

On the occasion of Pitti Uomo no. 96, at the Museo della Moda e del Costume of Palazzo Pitti, the Fondazione Pitti Immagine Discovery presented the exhibition *Romanzo breve di Moda Maschile – A Short Novel on Men's Fashion* (12 June – 29 September, opening 11 June) by Olivier Saillard. This was a journey through three decades of men's fashion from 1989 to the present through the lens of Pitti Uomo. It was a story about the evolution of menswear and Made in Italy meeting Guest Designers, today's fashion talents meeting entrepreneurs from big brands. This project-exhibition was in memory of Marco Rivetti and became a permanent collection and a book/catalogue to mark thirty years of Pitti Immagine.

Among the special events at Pitti Uomo:

The Gucci Garden with a new gallery set-up

On June 11th, on the occasion of Pitti Uomo 96, Gucci inaugurated the new layout of the Gucci Garden Gallery, inside the historic Palazzo della Mercanzia in Piazza della Signoria. An unusual curatorial approach and innovative exhibition solutions traced an itinerary that was able to hold together the materiality of the objects, selected from the Maison's archive, and the immaterial impulses of the creative vision. The Period Rooms of the Gucci Garden Gallery continued to host the exhibition *Il Maschile - Androgynous Mind, Eclectic Body*, opened last January. Intended as a thematic lunge, the exhibition puts in the spotlight the project of men's fashion as a territory of possibilities.

The First Official CR Show and the 90th Anniversary of Luisaviaroma

Carine Roitfeld, fashion visionary and founder of CR Fashion Book and CR Studio, presented her first CR Runway official fashion show and joined Andrea Panconesi, CEO of LuisaViaRoma, to celebrate the 90th anniversary of LuisaViaRoma, scheduled in Florence on June, 13th, 2019. Created with his son and business partner Vladimir Restoin-Roitfeld, the opening show combined a 90s themed show with the performance of Lenny Kravitz.

Projects looking at the new scenarios of fashion design

Focus on the experimental fashion of Scandinavian Manifesto

Pitti Immagine, in collaboration with Revolver Copenhagen, presents the third edition of Scandinavian Manifesto: A unique selection of collections by emerging fashion designers and established names from Denmark, Sweden and Norway. Located in the Arena Strozzi, it focuses on the new wave from Northern Europe and spans fashion, art and design. Participating brands were: Forét, Garment Project, H2O, Klättermusen, Leftover, Martin Asbjørn, mfpn, Norse Projects, Organic Basics, Rains, Rue De Tokyo, Schnayderman's, Sneum, Soulland, Tonsure e Unridden.

Futuro Maschile: A Concept Lab on Contemporary Menswear

Futuro Maschile, the test bed focusing on the most up-to-date contemporary-classic menswear which has always been one of Pitti Uomo's most visited venues, presents an increasingly across-the-board brand mix. Hyper-curated collections dialogue with experimental sportswear to offer a selection of products focused on new ideas. Layout concept by Alessandro Moradei. Among the brands at this edition: Aisthaet, Alto Milano, Bailey of Hollywood, Bonastre, Cohérence, Cruna, Dotz, Ernesto, Fortela, FPM Fabbrica Pelletterie Milano, Gian Carlo Rossi, Hannes Roether, Henderson, Ikiji, J.Press, Jupe by Jackie, Lavenham, Le Flow Paris, Le Mont Saint Michel, Lundi, Man1924, Mey Story, Miansai, Mismo, Myths, O'Keeffe, Pantofola D'oro 1886, Pero By Aneeth, Arora, Pierre Louis Mascia, President's, Rare, Rewoolution, Roberto Collina, Roi Du Lac, Rov, Sunhouse, Sunspel, Teatora, Tela Genova, Ten C, The Editor, Tigran Avetisyan, Traiano, Valstar, Wahts, Yatay, Yindigo A.M.

Luxury Street style and contemporary, the dual soul of Unconventional

Unconventional, The Pitti Uomo project dedicated to the liveliest versions of luxury street style, welcomed an even more innovative brand mix without losing its avant-garde edge. It offered experimental proposals from a unique mix of international names. It showcased exclusive collections for a gender-neutral wardrobe together with crossover projects between premium streetwear and contemporary



styles. Located in the Archivi with set design by Storage Association. Among the brands at this edition were: Alphastyle, Airinum, Banu, BGBl, Bruno Bordese, Cinzia Araia, Duren, Goti, Huemn, Johngyu, Kika NY, Klsh, Ksenia Schnaider, Les Costumes, MCQ, Move Officine Del Cappello, oqLiq, Rbrsl, RH45, Riot Division, Thom Krom, Unimatic, Vfts, Ylati Footwear.

The PITTÌ UOMO section: The Contemporary Classic

The heart of Pitti Uomo, the Main Pavilion (Padiglione Centrale) hosted the evolutions of menswear and its design contaminations, with brands that rediscover tailoring and interpreted the new luxury of the menswear wardrobe to collections that dialogue with the other worlds of Pitti Uomo. Alongside the companies present in the Main Pavilion the contemporary classic universe also unfolded through a series of brands that choose independent spaces inside the Fortezza. Among the brands at this edition were Allen Edmonds, A.Testoni, Altea, At.P.Co, Bagutta, Barba Napoli, Barker Black, Begg & Co, Belstaff, Brookfield, Brunello Cucinelli, Bruno Manetti Cashmere, C+Plus, Casa Fagliano, Cheaney Shoes, Cividini, Cole Haan, CQP, Doucal's, Drake's, Drumohr, Esemplare, Eton, Felisi, Falke, Fratelli Rossetti, Ghoud Venice, Hand Picked, Herno, John Varvatos, Joop!, Kired, L.B.M.1911, Lardini, Ludwig Reiter, Manuel Ritz, Mey, Nobis, Momodesign, Paoloni, Paraboot, Paul & Shark Yachting, Piacenza Cashmere 1733, Pt Torino, Roy Roger's, S4 Jackets, Sand Menswear, Sartoria Latorre, Serapian Milano, Serge Blanco, Tagliatore, Tateossian London, The Bridge, Viberg, Zzegna, Xacus.

L'ALTRO UOMO, the avant-garde heart of the fair

L'Altro Uomo always features avant-garde styles at Pitti Uomo. Inside a layout by Andrea Caputo Studio, a series of clothing and accessory collections exhibited their creativity and ability to anticipate trends. Among the brands at this edition: Ahirain, American Vintage, Bask In The Sun, Bastong.Inc, Cellardoor, D.A.T.E., F I E L D S, Gitman Bros. Est 1978, Gloverall, Grunge John Orchestra. Explosion, Haver Sack, Ideal & Co, J Brand, John Smedley, Lamler, Maison Labiche, Moonstar, Mouty Paris, Native North, Oliver Spencer, Original Madras Trading Co., Rumisu, S.T.R.A., Steele & Borough, Universal Works, Walkers Appeal, White Sand.

I PLAY: The New Sportswear

The international DNA for I PLAY, which sits inside the Cavaniglia Pavilion and a series of independent spaces, pushed the envelope when it comes to defining the borders of sportswear. In the forefront, there were styles that creatively linked ways of urban life to authentic sportswear outfits. Among the brands at this edition: Barbour, Bikkembergs, Blundstone, Burlington, Champion Rochester, Clae, Closed, Colmar Originals, Deus ex Machina, Diadora, Divisibile, Eastpak, Ecoalf, Edwin, Element National Geographic, Element Nigel Cabourn, Fessura, Fracap, Freedomday, Frescobol Carioca, Fulsalp, Goorin Bros., Henri Lloyd, Herno Laminar, Lhu Urban, Herschel Supply Co., Hoka One One, Invicta, Izipizi, Karhu, K-Swiss, K-Way, L10 Trading, Le Coq Sportif, Lotto Leggenda, Mackage, Mizuno, Moon Boot, Neuw, Nikben, Novesta, O'Neill, Oof, Puebco, Rivas, Rosasen, Rossignol, Saint James, Sperry, Sun68, Teva Original, Tretorn, Veja Fair Trade, Vibram, Vuarinet, Woolrich.