

# Pitti Uomo ended with great results and positive signs for international fashion



“If the men's fashion system had to strike the blow immediately at the start of 2024 - says Raffaello Napoleone, CEO of Pitti Immagine - from Pitti Uomo n.105 arrive really positive messages: in the pavilions, the stands, in the city, at special events, here in Florence we recorded a widespread, great energy - also the result of the warm personal interactions that are established when an international community of interests and culture comes together in a spatial and temporal unity - and together, the desire of all professionals to concentrate on the factors considered decisive for the success on the markets. I am referring to the quality of the collections and the companies' commitment to adding new styles and/or materials each season in tune with new consumer trends; to the ability of the best retailers and buyers to select orders according to curatorial logics that integrate - without subordinating themselves - with commercial needs, thus giving opportunities and visibility to experimentation, to new generations, to fashion research. And I also think of the media which here finds a complex and articulated event on different levels - of which they always return vivid and engaging images and stories. For our part, as organizers, the work consists in maintaining vital this dynamic balance, inside and outside the Fortezza da Basso, between the exhibition offer and special projects - and then in proposing an international platform that legitimizes even more the strength and the prestige of Italian fashion. We hope we succeeded this time too”.



At the end of the four-day show, which took place at the Fortezza da Basso in Florence from 9 to 12 January 2024, foreign buyers increased compared to January 2023 by approximately 4% in terms of people and by almost 6% in terms of stores. The Italian figure, however, was slightly down, a circumstance that was widely expected considering the slowdowns in our domestic market, recorded especially in the last three or four months. The final figure for the influx of buyers alone (excluding other categories of visitors) reached 13 thousand units, with foreigners at around 4,700.

The top twenty countries in order of turnout were: Germany, Holland, United Kingdom, Spain, Turkey, France, Japan, United States, Switzerland, Belgium, Austria, Greece, China, South Korea, Portugal, Russia, Poland, Canada, Denmark and Sweden.



All the main foreign markets are growing - with double-digit performances for Germany, France, the United States, Belgium - and above all is worth mentioning the constant recovery of the main Asian markets: Japan, South Korea, mainland China, China Hong Kong, Taiwan, Singapore and other emerging markets.

Great media attention and very positive appreciation for the special events of this edition. Among the events, the fashion shows of Guest Designers Magliano and SS Daley, the designer showcase of Todd Snyder, the absolute debut of Achilles Ion Gabriel, the special immersive installation that celebrated Guess Jeans at the Teatro del Maggio, the launch of the collaboration of Tod's and

Automobili Lamborghini - together with numerous special projects and international participations in Fortezza, including NEUDEUTSCH curated by Julian Daynov which turned the spotlight on the new creative scene from Germany, and the installation dedicated to velvet and book presentation Velvet Mi Amor by Stefano and Corinna Chiassai.

## The ITALIAN GOVERNMENT and the ICE AGENCY support Pitti Uomo and the winter editions of the fairs

The Italian Government, in collaboration with the ICE - Italian Foreign Trade Promotion and Internationalization Agency, dedicated to supporting Italian companies, is actively promoting Florence's role in the internationalization strategy of Italian fashion. This support is evident through their backing of the 2024 Pitti Immagine fairs. This collaboration plays a crucial role in the program of incoming delegations of top foreign trade members, as well as in the promotion and coordination of special events. Agostino Poletto, the General Manager of Pitti Immagine, emphasizes the significance of this partnership, stating, 'Thanks to this collaboration, we can invest valuable resources in inviting buyers from emerging markets. These include potential new clients for high-quality Made in Italy products and those who are already becoming important for our national exhibitors. In this effort, we have closely worked with the staff of ICE Agency offices abroad, leveraging their expertise and in-depth knowledge of the respective distribution and consumption contexts—crucial elements for meticulous planning.



### Luca Magliano, Founder and Creative Director of Magliano

The designer from Bologna, born in 1987, Luca Magliano is the driving spirit of the MAGLIANO brand, which debuted at Pitti Uomo in 2018 and was awarded with LVMH Karl Lagerfeld prize in 2023. Luca Magliano staged a special event in Florence: an engaging fashion show at the Nelson Mandela Forum, scheduled on January 10th at 7:00 pm. Luca Magliano has an outstanding ability to design the cultural and social canons usually associated with Italian fashion in an original way. A central factor in this sense is his penchant for true teamwork," says Lapo Cianchi, Pitti Immagine Director of Communications and Events.



### Steven Stokey-Daley, Founder and Creative Director of S.S. Daley

Not yet thirty years old but already internationally esteemed, Liverpoolian designer Steven Stokey-Daley brought his 'Made in Britain' collection to Florence with a catwalk show-event on January 11th at Palazzo Vecchio (Salone dei Cinquecento). The event showcased the characteristic style of his eponymous S.S. Daley brand, which had been awarded the LVMH Prize for Young Designers in 2022. "Steven Stokey-Daley transforms the British Upper Class into a Queer fashion fantasy. Despite his youth, Steven's project is characterized by an expressive maturity, an amused and eccentric reinterpretation of British Heritage, an indifference to gender stereotypes and a commitment to sustainability" - Francesca Tacconi, Special Events Coordinator at Pitti Immagine.



### TODD SNYDER as Designer Showcase at Pitti Uomo 105

Todd Snyder was the Designer Showcase for this edition with his eponymous brand. Already considered by industry insiders as one of the most influential American menswear designers of his generation, Todd Snyder presented the new collection in Florence at the Stazione Leopolda. The fashion show in his distinctive style took place on the fair's opening day, on January 9 at 5:00 pm at the Stazione Leopolda. "Todd Snyder's long-awaited return to the catwalk is one of the special events of our international men's fashion and lifestyle event. This project is also Pitti's recognition of a long and brilliant career, characterized by the ability to constantly renew itself in tune with the spirit of the time," says Raffaello Napoleone, CEO of Pitti Immagine.



### ACHILLES ION GABRIEL - Debut Collection @ Pitti Uomo 105

"At Pitti Uomo in an exclusive preview, Achilles Ion Gabriel, the young Finnish designer already honored with prestigious awards, showcased the debut collection of his namesake brand on January 11th, at 12:00 pm at the Stazione Leopolda. Described by industry insiders as 'the surrealist footwear designer behind Camper and Camperlab,' Achilles Ion Gabriel presented his FW 2024 collection through a cool and engaging runway show."

