



PITTI UOMO N. 81

Florence, Fortezza da Basso, 10-13 January 2012

The sections, the numbers and what's new

There will be 1072 brands at the Fortezza da Basso, plus another 70 women's collections at Pitti W at the Dogana. The fair's place as the key reference on the international fashion scene is confirmed by the figures: of participating firms and the continuously growing number of applications we receive from prospective exhibitors. And then there are the buyers: the last winter edition of Pitti Uomo welcomed more than 30,000 visitors, 23,100 of whom were buyers from the world's most important retailers, large and small.

Special projects, previews and important returns:

The world's finest names in fashion choose Pitti Uomo and Florence to show their new collections and special projects and to consolidate their global strategies at the start of the season. There is also a growing demand among our exhibitors to stage special events at the Fortezza, the ideal venue for meeting the world's top buyers and members of the international press. Here are just a few of the special projects and previews you will see at this edition:

_ the world premiere of **Herno Laminar**, a sartorial engineering project by designer Errolson Hugh with the special collaboration of Gore Tex: an 8 garment men's/women's capsule collection.

_ **McQ**, the contemporary line by Alexander McQueen which is taking part in a fair for the first time;

_ **Tonello** will be presenting its own style and interpretation of contemporary classic inside a special area at the Fortezza: the Cannoniera;

_ the Slowear group has, once again, chosen Pitti Uomo to showcase one of its brands,

Zanone;

_ **Jimmy Choo** will be presenting its collection at a fair for the first time, with an area on the Lower Level of the Main Pavilion;

_ the new **Richard James Mayfair** collection will be presented on the Lower Level of the Main Pavilion, next to the **Chester Barrie** collection, the noble Savile Row brand that is returning to Pitti Uomo;

_ the world premiere of **UPTOBE**, a project focusing on coats and jackets brought to Pitti Uomo by Graziano Gianelli;

_ **Piatto**, a project dedicated to the world of trousers, with an installation by Alberto Narduzzi;

_ a new project brought to Pitti Uomo by **Andrea Incontri** in cooperation with the Habsburg **Schneiders** line: revisiting the history of loden in a contemporary key with a dedicated event;

_ the presentation of the line by the famous British fashion designer **Nigel Cabourn** inspired by the archives of **Eddy Bauer**, an historic US brand;

_ the participation of Nepenthes America with the **Needles** line in the L'Altro Uomo section;

_ the comeback of **Pepe Jeans London** with an important, autonomous area inside the Fortezza;

The presentation of the project **A di Alcantara®**, a first collection of accessories and covers for iconic fashionable objects in collaboration between Leitmotiv, Sara Battaglia, Andrea Incontri

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and Caterina Gatta.

_ the preview launch of the new **Chevignon** Heritage collection designed by Milan Vukmirovic;

VALENTINO, the Guest Designer at Pitti Uomo 81

On Wednesday evening, 11 January, during an event in one of the most prestigious venues in "old Florence", **Maria Grazia Chiuri and PierPaolo Piccioli** will present the première runway show of the 2012-13 F/W Men's Collection. By so prominently featuring one of the icons of *Made in Italy*, Pitti Uomo continues its support for contemporary Italian fashions as it consistently gives the major names leading roles in its events.

(see enclosed press release)

DRESS LIKE A MAN: second edition

Fondazione Pitti Discovery will present the second edition of **Vestirsi da Uomo** [Dress like a Man], the project focused on the new contemporary classic that highlights new generation formal elegance for men: Pitti Uomo will present this thriving trend in men's fashions with an original event-performance directed by a leading figure on the fashion scene. The "stars" will be a select group of Italian and international firms that express this new concept in elegance through their atelier tailoring, styling, innovative materials and details. Marc Ascoli, art director and creator of some of the most powerful fashion imagery will be curating this edition. The brands that will take part are: **Barbour, Black Fleece By Brooks Brothers, Borsalino, Cruciani, Engineered Garments, Folk, Herno, Lardini, Salvatore Piccolo, Santoni, Tonello, Yuketen.**

(see enclosed press release)

THE NEW PERFORMERS

Emiliano Rinaldi and Andrea Pompilio, the winners of the 2011 edition of "WHO IS ON NEXT? UOMO", are the New Performers at Pitti Uomo 81. The New Performers is a Fondazione Pitti Discovery project that creates opportunities for new fashion talents and people who work with the "material of fashion" in a unique combination of different artistic and esthetic disciplines. The two designers will show their F/W 2012-13 men's collections at two dedicated event-performances.

(see enclosed press release)

The Pitti Uomo Special Project will be the HARDY AMIES AW12 Show

Hardy Amies, the official couturier of Queen Elizabeth, and new fashion house on London's Savile Row, will be the Pitti Uomo Special Project for this edition. On Wednesday 11 January, **Hardy Amies** will present the *AW12 Men's Collection* with a special event followed by a gala supper.

IT'S GRAPHICS NOW! The Words of the Future: the January theme

Graphic design and a tribute to the field of visual communications and its ability to transpose the present into symbols, shapes and feelings, often even faster than fashion is the main theme of Pitti Uomo 81. With a careful eye always focused on developments in graphics, Pitti Immagine is offering the field's newest currents an opportunity for expression at the world's greatest



fashion event with its huge outdoor spaces. **Fourteen young international graphic designers** - selected by Studio Camuffo/Libera Università di Bolzano – will express their views of the future through one word that they will translate into an image – a logo. *The Words of the Future*: this vocabulary of images will be the fair's own new clothes and will be staged in a special setting in the forecourt of the Fortezza da Basso.

(see enclosed press release)

E-PITTI.COM launches temporary online showrooms

After launching the online fair in June and opening the first showrooms last September, e-Pitti.com – the virtual fair platform that extends and makes the physical fair experience more effective, with 100,000 photographs, over 2,000 videos and a catalogue of more than 10,000 products – will be offering a new service at the January online fairs for all exhibitors attending future editions of Pitti Uomo, Pitti W and Pitti Bimbo who have not yet used the showroom facility. The *temporary showroom* is a promotional service exhibitors can use to obtain a temporary online showroom and collect orders from buyers certified by Pitti. This special service will be active throughout the month of the online fairs and will host top products from the new collections presented during the January events.

(see enclosed press release)

... and inside Pitti Uomo:

Here comes MAKE: the new frontier in the crafts

The wonder of the handmade, the continuous challenge presented by the most diverse materials and forms, the creative reinterpretation of traditions, the uniqueness of each item, in brief the rediscovery of the crafts is one of the strongest phenomena over the past few years. This had led to the birth of *Make*, a natural offshoot of Affinità Elettive, the Pitti Uomo section that has always showcased the finest craft work as applied to men's fashions. Starting in January, *Make* will be in the Sala Alfa on the lower level of the Main Pavilion, in a setting designed by Patricia Urquiola. There will be one-of-a-kind items or small series made with emphasis on fine details and all in a fresh key open to the contemporary scene. *Make* embodies the vanguard of the crafts, the new mentality that is emerging as a response to standardization of tastes and styles...and it satisfies the desire for concreteness. The names featured include: **Chapal, Zonkey Boot, Riccardo Freccia Bestetti, Takizawa Shigeru, Samuel Gassmann Paris, Le Yuccas and Marc Bernstein New York.**

BONOTTO'S SLOW FACTORY, the culture of textiles today

Textiles, the semi-finished, creative products that serve as raw materials for the fashion industry will play the leading roles at Pitti Uomo 81. A special project, staged by Pitti Immagine and Bonotto, one of Italy's leading textile mills with a worldwide following will show off the great Italian crafting tradition that thrives "inside" the industry and is, in fact, its brain and one of its most innovative forces. In a striking workshop-atelier setting, Bonotto will present a selection of fabrics chosen for their beauty and their unique technical-structural features. A select group of Pitti Uomo exhibitors will be invited to create a limited edition of men's clothes using these special fabrics made by Bonotto.

(see enclosed press release)



TOKYO FASHION WEEK IN ITALY: Make room for emerging styles from Japan!

Pitti Uomo will be hosting a project produced in cooperation with Tokyo Fashion Week, bringing some of the most interesting labels on the Japanese creative scene to Florence. In the Lyceum on the Fortezza grounds, about 20 Japanese brands and designers selected by Yuichi Yoshii will show their collections. In addition there will be the special event "RADIO EVA", showcasing the contemporary creative contaminations between Japanese animation and fashion, presented under the direction of the Tokyo brand FUGAHUM. And for the Pitti Uomo top buyers and guests, in the evening of 11th January there will be a "Japanese style" party celebrating the brands that will be here in Florence for this special project.

(see enclosed press release)

The other side of the Lyceum: MY FACTORY

Created to present the latest expressions of metro culture with all of its contaminations from technology, music, art and design, the *My Factory* section has established itself as the place to discover emerging styles and some of the lively creative workshops in the fields of urban wear and sportswear. In settings designed by **Oliviero Baldini**, *My Factory* is considered *the* place among buyers who want innovations in style and surefire successes in their stores. The names include: **DBSW, Hudson, Jack Flynn, Panama Route, Piola, Resho** and **Skive**.

SPORTSWEAR: a growing world with many different looks

The big sportswear brands, the names that are currently committed to development, make major investments in Pitti Uomo – further proof of the fair's international standing as the ideal place to present collections, new lines and lifestyle concepts. To meet the growing demand from exhibitors, we at Pitti have increased the size of the "Sport & Sport" section: in addition to the Cavaniglia Pavilion and the Padiglione della Ghiaia, the Costruzioni Lorenesi will host another area entirely dedicated to this segment. **Blauer, C.P. Company, Henry Lloyd** and **North Sails** will be showing in big and striking spaces; and we will see world previews or comebacks by brands such as **Pepe Jeans London**, as well as **Sabelt** and **Napapijri**.

THE MAIN PAVILION: the Pitti Uomo lifestyle on three entire floors

The Main Pavilion, which over the past few seasons has truly established itself as the place where Pitti Uomo develops contemporary lifestyle trends, has long been a symbol of the fair's identity and the way it evolves, exploring the different facets of men's wear and changing the rules of how trade fairs present their wares. On the one hand, the Lower Level - with brands like **Brunello Cucinelli, Church's, Cruciani, Isaia, Jimmy Choo, Lardini** and others - and sophisticated collections that express a fusion between classical research and deluxe sportswear. Across the *Piano Attico* with top players of the new classic menswear like **Kiton, Herno, PT01** and **Sartorio** distinguished by the exclusiveness of the materials and workmanship. And then the ground floor, which through its path through the collections - with brands like **Allegri, Brooks Brothers, Cantarelli, Façonnable** - interacts with the world of sportswear on the one hand (Hall Cavaniglia), and the other with a search for collections of fashion district (in sections Futuro Maschile, Touch!, L'Altro Uomo). And yet, in this edition, through the layout by Patricia Urquiola, Pitti Uomo integrates fashion with other commodities such as lifestyle items for home design and creative crafts, responding to the profound transformations of paths consumption. Along with Popup Stores, which allowed to intercept



trends, needs and new buyers, a new project was born EXTRA-ORDINAIRES*. With EXTRA-ORDINAIRES* The Main Pavilion opens in a new type of attendance: objects that Pitti Immagine's scouting has chosen for their novelty, beauty and uniqueness.

TOUCH! and L'ALTRO UOMO, the far side of avant-garde

There is a long waiting list of firms that want to show their collections at Touch!, the section which, from its inception, has been devoted to the most eclectic ideas for the contemporary wardrobe, and to the most visionary styles that add a touch of eccentricity to the most sophisticated traditional materials. Characterized by this blend of research and internationality, this edition of Touch! will extend to the **Sala del Rondino** and with its offering – that includes world brands such as **Arc'Teryx Veilance, AR, Avant Toi, Camo, Folk, Orlebar Brown, Want les Essentiels de la Vie, and Yuketen** – will be next to *Altro Uomo*, the historic section that defines the avant-garde. Clothing and accessory collections – by **Adam Kimmel / Carhartt USA, Engineered Garments, Linda Farrow, Nigel Cabourn, Rocky Mountain Featherbed** and **Tateossian London** to name a few – reflect intelligent, refined creativity that turns its back on the past and anticipates changes in styles and taste, doing exactly what the avant-garde is supposed to do!.

FUTURO MASCHILE: the research laboratory for new expressions of formal wear

Among the most dynamic sections of Pitti Uomo, *Futuro Maschile* offers unique interpretations of the developments in classic-contemporary men's fashions. In recent editions it has taken an even more specific direction, becoming a research laboratory for new expressions of formal wear. A kind of "fair within the fair", the area in the Sala delle Nazioni is a special place for a highly select community of companies and collections aimed at watchful, sophisticated and forward-looking international retailers. The names at this edition: **Alden Usa, Andrea Pompilio, Camoshita United Arrows, Emiliano Rinaldi, Ernesto, Haver Sack, Liberty London, Pierre Louis Mascia** and **Salvatore Piccolo**.

New location for the debuts of NEW BEAT(S)

New Beats(s), the area that Pitti Uomo sets aside for absolute firsts and debuts, at this edition moves in a new location at the Costruzioni Lorenesi. Here, emerging designers from South Korea, Japan, Denmark, Sweden, etc... whom the Pitti scouts found to be the most interesting, will be meeting an international audience for the first time. The brands at this edition of New Beat(s) will include **Baruc Corazon, Fagassent, House of Montague, Koike, Laurenceairline, One Over One 1/1, Pbcode, Rossoforte, Scarti-Lab, Series, Smith Wykes, Snoot..**

Numbers and New Names*

Brands / Firms

1.072 brands at this edition

410 from abroad (38,25% of the total)

Area

59.000 square meters



Sections

11 stages of the route that will take through the world of men's fashion:

- _ Pitti Uomo, Make, Pop Up Stores
- _ Sport & Sport
- _ Ynformal, Urban Panorama, My Factory
- _ Futuro Maschile, Touch!, l'Altro Uomo, New Beat(s)

Buyer / visitors

30.000 visitors

More than **23.100** buyers at the last winter edition

of which **7.700** buyers from abroad (**33,3%** of the total)

Among the SHOPS AND DEPARTMENT STORES at the last winter edition:

Aishti (Lebanon), Antonia (Italy), Barneys Japan (Japan), Barneys NY (United States), Beams (Japan), Bergdorf & Goodman (United States), Biffi (Italy), Beymen (Turkey), Bloomingdale's (United States), Bosco dei Ciliegi (Russia), Dover Street Market (UK), Estnation (Japan), Galeries Lafayette (France), Gallery (Spain), Giò Moretti (Italy), Harrods (UK), Harry Rosen (Canada), Harvey Nichols (Hong Kong), Harvey Nichols Dubai (Arab Emirates), Helen Marlen (Ukraine), Holt Renfrew (Canada), Isetan (Japan), Itochu (Japan), Jofre 1929 (Spain), L'Eclaireur (France), Lane Crawford (Hong Kong), Le Bon Marchè (France) Liberty (UK), Loden Frey (Germany), Luisa Via Roma (Italy), Mientus (Germany), Mitsukoshi (Japan), Neiman Marcus (United States), Peek & Cloppenburg (Germany), Penelope (Italy), Podium (Russia), Printemps (France), Pupi Solari (Italy), Saks Fifth Avenue (United States), San Carlo (Italy), Santa Eulalia (Spain), Sbaiz (Italy), Selfridges (UK), Shinsegae (South Korea), Sugar (Italy), Takashimaya (Japan), The Collective (India), The Swank Shop (Hong Kong), United Arrows (Japan).

The main foreign markets: **Germany, Spain, Japan, The Netherlands, UK, China, France, Turkey, South Korea, Swiss, Belgium, Russia, Austria, United States, Portugal, Greece, Hong Kong and Sweden.**

The new names and reentries include:

AUSTRIA: **Al_Habsburg, Hard Graft, Warm-me, Zonkey Boot**

BELGIUM: **Bellerose, Saint Paul**

CANADA: **Viberg**

CHINA: **Charles Philip Shanghai**

DENMARK: **House of Montague, Mismo**

FRANCE: **Armor Lux, Bonastre, Chevignon Heritage by Milan Vukmirovic, Miller et Bertaux, Paz Pur Alpaga, Piola**

GERMANY: **Habsburg, Michalsky, Pike Brothers**

JAPAN: **Broken Arrow Eye Wear, Clover, Copano 86, Descente Dualism, Dix Cinq Six, Fagassent, Japan Fashion Week Brands, Junhashimoto, L'Arcobaleno, Minotour, Needles, Oldwork X Ware House, Pedaled, Pure Blue Japan, Riding High, Rocky Mountain Featherbed, Slow, Spingle Move, Sturdy, Superior Labor**



ITALY: 25 Roadfield, A. Di Alcantara, Al Rider On The Storm, Argeade Revival, Avant Toi, Bark, Bevilacqua, Bisou Bijoux Ariela, Borriello, Brando, Chester Barrie, Chez Dede, Claudio Tonello, Cooperativa Pescatori Posillipo, Cryme, Datch, Di Ruggiero, Ernesto, Fly3, Free In Tailor Fit 0.7, Herno Laminar, I ragazzi del rosso, Jan Mayen, Jejia, John Ashfield, Le Fool, Luca Venturini, Lvchino, Momo Design, Panama Route, Petronius 1926, Piatto, PT01 Pantaloni Torino, Pure Lab, Riccardo Freccia Bestetti, Richard James, Rossoforte, Sabelt, Scarti-Lab, Sciarpa Lardini, Sealup, Stefanomano, Storia, The Voyage Souvenir, Tonello, UPTOBE, Viyella, W - D Man, Waimea, Wewood, Zanone.

OLANDA: Barts, Jack Flynn, Vandorst Est. 1968;

SOUTH KOREA: Drink Beer Save Water, Series

SWEDEN: Bjorn Borg, Snoot, Thomasine

SWISS: FTC Cashmere

THE NETHERLANDS: Barts, Jack Flynn, Vandorst Est. 1968

UK: Armon Lux, B. Store, Brooks England, Canterbury of New Zealand, Chester Barrie, Hardy Amies, Harris Wharf London, Hudson, Jimmy Choo, Johnstons of Elgin, Joseph Cheaney and Sons, Lavenham, Liberty London, Macalastair, McQ Alexander McQueen, Pepe Jeans London, Richard James Mayfair, Simpson-London, Swear, Viyella

UNITED STATES: AR, DKNY, DKNY Men, Eddie Bauer/Nigel Cabourn Collaboration, Marc Bernstein New York, Napapijri, Opening Ceremony Footwear, Yarnz

*updated on December 20th 2011

Pitti Immagine Uomo + Pitti W would like to thank Henry Cotton's and New Balance for Pitti boys & girls clothes.