



PRESS

PITTI IMMAGINE UOMO

PITTI IMMAGINE UOMO N. 68

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Florence, Fortezza da Basso

The world preview of men's clothing and accessories collections for the **2006 Spring-Summer season**.

An event organized by Pitti Immagine and sponsored by the Centro di Firenze per la Moda Italiana

Stress Fresh

The theme and title for this 68th edition of Pitti Immagine Uomo are *Stress Fresh*. The Fortezza da Basso will become a *divertissement* showcasing art, water and color. Designer fountains like metaphysical toys will mark off a path leading to a refreshing break during the hectic days of the fair. Heraldic banners on the pavilions create geometric color markers, that wave cheerfully in the breeze recalling calm Mediterranean seas; and strange mechanical visions of yellow cranes ready to move, wave their trophies. *Stress Fresh* is curated by Laboratorio with Lorenzo Stralanchi, artwork by Paolo Fabiani. (see enclosed press release).

The figures

Here are the figures for the show, as of today:

634 firms

807 brands

288 of which (35.6% of the total) are from abroad

The new names

The **75** new names and "comebacks" include: **Aristolasia, Barrel, Belfe, Canal Club, Canterbury of New Zealand, Earl Jean, Emmy Collins London, Gentry Portofino, Globe – Trotter, Guy Rover, Hvana, Kato, Il Busseto, Indigo Eccentric by Pepe Jeans, Krizia Uomo, Lost Wild Angels, Lotto Designer Cut, Meeting Destroyed, Osgood, Permanent Vacation, Red Wing, Riverwoods, Rock & Republic, Ryutso, Solleone Capri, Sperry Top-Sider, Swiss-Chriss, Tardini, Trans-Parents, Voile Blanche.**

The Fair

Pitti Immagine Uomo is the men's fashion event that opens the European and international trade fair seasons twice a year. It presents a cross section of research and design reflecting the dynamics of the industry and offers an updated selection of high-end collections with strong image and product content, from the classic to the informal to the avant-garde. Pitti Immagine Uomo has become the specific context and occasion for world previews of new collections, and, the creative settings opt for new and different ways of presenting the products. The first-time ever previews at this edition include the new collections by two of the greatest names in contemporary fashion: the **Raf by Raf Simons** project, presented by Futurenet, in which the Belgian designer re-proposes the distinctive markers that made the Simons style in a new and modern version; **Yohji Yamamoto** presents his sartorial collection **Y**, created according to rigorous traditional criteria and entirely *Made in Italy*. And, there are two collections related to boating: **Riva**, clothing, accessories and objects inspired by one of the best-known brands in the world of sailing and the new, official **32nd America's Cup** collection by **Murphy&Nye**, that embodies the spirit of the world famous race.

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The last summer edition (June 2004) was attended by 23.855 operators (14.683 Italians and 9.172 from abroad), confirming six years of uninterrupted growth. The number of foreign operators keeps on rising, both in terms of exhibitors (foreign brands have exceeded 35% of the total), and buyers, (over 38% of the total). The fair's main reference markets are Germany, Japan, Great Britain, Spain, Holland, France and the United States, with significant turnout of buyers from the Far East, Eastern and North Europe and a strong vanguard of Chinese buyers.

This also explains the continuing increase in new applications received from new brands or firms – there were 250 for this edition – with a significant percentage from Northern Europe and makers of informal wear in the lead.

The sections

The multiple styles and trends in contemporary men's fashions are fully represented in the **10** sections that comprise Pitti Immagine Uomo and are grouped in three major categories **Classic** (*Pitti Uomo, Futuro Maschile, Uppercasual, Affinità Elettive*) **Informal** (*Sport & Sport, Ynformal, Urban Panorama, New Beat(s)*) and **Avant-garde** (*L'Altro Uomo, Fashion/ Design*).

New Beat(s)

An abstract atmosphere: furnishings, walls and objects all painted white. The rooms of the Lyceum will feature *The White Side of Life*, the *New Beat(s)* setting-installation. This is the special section devoted to preview, hosting collections making their Pitti Uomo debuts. This edition features **14** new names, and mainly sophisticated urban-street brands. Concept by Nicola Gallizia, designer and artistic director of major design firms. (*see enclosed press release*)

Pitti Immagine Rooms

This second edition of Pitti Immagine Rooms will be staged in the Limonaie of the Giardino Corsini sul Prato with the free spirit of a marvelous patrician garden as its signature key. Here, in the Limonaie, *Pitti Rooms*, the Pitti Immagine project that sheds a new light on the concept of luxury with the most exclusive and sophisticated collections for a contemporary wardrobe, unfolds like a multicolor "philatelic-road map" with places and objects taken from memory that become storehouses for fantasy. Settings by Sergio Colantuoni, one of Italy's most eclectic fashion editors. The brands: **D.u.k.e, Fraizzoli Milano, Icho, Kohzo Denim, Momaboma, Reinhard Plank, Rip Van Trier, Ugo Cacciatori** and **Una Chi**★ 46. (*see enclosed press release*)

The Opening and the Awards

On Wednesday 22 June (11:30 a.m., Cortile delle Lorenesi), on the occasion of the opening of Pitti Uomo the Pitti Immagine Uomo Award 2005 and the Pitti Immagine Career Award will be presented to Diesel - Renzo Rosso and Adriano Goldschmied, respectively. (*see enclosed press releases*)

The special events

The Stazione Leopolda in Florence will be the creative stage for two of the three main events produced by Pitti Immagine:

- the evening of Wednesday 22 June (7:00 p.m.) will mark the opening of **L'Altro Jeans. Il faut laver le jean de ses idées** (23 June – 10 July), an exhibit dedicated to the design careers of Marithé and François Girbaud. Starting from the 'sixties, the exhibit will tell the story of four decades of continuous research and invention, with considerations on how denim became the symbol of a lifestyle for entire generations (*see enclosed press releases*).



- The **Pitti JunEmotion 2005** concert-event (Thursday, 23 June at 9:30 p.m.): starring Howie B. and Dj Spooky, two icon-artists of the DJ culture. One event, one evening with the chameleonic sounds of the famous DJ and producer Howie B, who inspired the ironic messages in the *Hvana* brand collection, and the images-and-sound-track performance by Dj Spooky, musician and theoretician of the most advanced electro-scene. (see enclosed press release)

The Fondazione Pitti Immagine Discovery presents **Raf Simons 1995-2005**: an event in three parts, on Friday, 24 June (starting at 6:45 p.m.), in the magnificent setting of the Boboli Gardens. A video-installation, a monograph and a fashion show to celebrate the 10th anniversary of the Belgian designer's career (see enclosed press releases).

The other events

Other events at this edition that will take place at the Fortezza da Basso include the presentation of the *Premio Fabio Inghirami* an award dedicated to young fashion talents (Thursday 23 June); the Ruy Teixeira photography exhibition *Scatto Sottsass – Omaggio a Ettore*, [Shooting Sottsass – A Tribute to Ettore] in the Main Pavilion, *Allegri's* homage to the great Italian designer; the debate session with the press proposed by the Mistral group (Wednesday, 22 June): *Dal metrosexual al futuro edonismo* [From Metrosexual to Future Hedonism] (at the *Brookfield* stand) with Michael Flocker, and *Moda. Giovani. Valori* [Fashion. Youth. Values] with Daniele Venturi (at the *Cotton Belt* stand).

In the Spazio Alcatraz of the Stazione Leopolda, the monthly magazine *Max* will celebrate its twentieth anniversary with a major exhibition: *Max, 20 anni di moda. 1985-2005 immagini di un uomo* [Max, 20 years of fashion. 1985-2005 images of a man], opening on Thursday, 23 June. One hundred forty pictures will illustrate two decades of men's clothing and styles seen through the lenses of photographers such as Oliviero Toscani, Aldo Fallai and Toni Thorimbert.

Among the events enlivening the Florence scene we must mention: the *Classico Italia* gala dinner in the Boboli Gardens (Thursday, 23 June); the *Lacoste* party produced in cooperation with *Vogue Sport* at Villa La Pietra, for the official launch of the campaign by David Sims (Wednesday 22 June); the Florentine stop of the *Crazy Duck '05* Summer Tour, at Meccanò with the latest disk by DJ Francesco Farfa (Friday, 24 June); the polo match and party organized by *La Martina Polo Player Gear* at the Ippodromo delle Cascine (Thursday 23 June); the *Crosby Hallen & Cobb* cocktail party at the Circolo Canottieri (Wednesday, 22 June), and the *Pal Zileri* luncheon at Harry's Bar (Thursday 23 June).

Still around town, the presentation of the "Uncle Kimono" collection by John Malkovich (at Artaud Vanity Space, Friday, 24 June) along with a showing of his latest short film. And a welcome to Florence, in the Boboli Gardens, for "Le Cadre Noir", the world's most famous equestrian performance presented by the Ecole Nationale d'Equitation de Saumur of France (21, 23, 25 June)

The exhibit *Jeans! Le origini, il mito americano, il Made in Italy* [Jeans! The origins, the American Myth and Made in Italy] will open at the Museo del Tessuto in Prato on 21 June (7:30 p.m.), and will run through 22 June – 30 November 2005). The exhibit presents a historical overview from the origins to today, from America to Tuscany.