



PRESS

PITTI IMMAGINE UOMO

PITTI IMMAGINE UOMO N. 69

11 – 14 January 2006

Florence, Fortezza da Basso

*World preview of men's clothing and accessory collections for the **2006/2007 fall-winter season**. An event organized by Pitti Immagine and sponsored by the Centro di Firenze per la Moda Italiana*

Research, design, quality. The keywords of a global strategy

The event

Pitti Immagine Uomo is the event that opens the European and international fashion fair season every year. It is the key event that presents the galaxy of contemporary men's fashions in all its shapes and forms.

Research, design and quality are the guidelines of a **global project** that involves the whole city of Florence in an unusual and creative way. It's like a mosaic with new tiles being added season after season: major events outside of the main venue like **PITTI IMMAGINE ROOMS** and **WELCOME** (the new circuit with a streetwear matrix at the Stazione Leopolda), and the special programs such as **NEW BEAT(S)** inside the Fortezza da Basso, and the exclusive appearances by the designers who are the protagonists of the events produced by the Fondazione Pitti Discovery.

And the result: **an all-round event-laboratory-workshop** distinguished by the dynamic vision and completeness of the offer. The strategy is to showcase a selection of the best manufacturers and collections that reflect the market's real segments: from luxury classic to informal, from sportswear to the most radical street looks. It is a fair designed for the most demanding buyers, for the most avant-garde international fashion stores. But it is also the place where each exhibitor can find the ideal dimension, the response to a desire and a will for expression and experimentation. This is why Florence and Pitti Immagine Uomo are the showcase and the event brands select to launch a collection or for the debuts of world-class projects. This edition's important preview include the new projects by **Alexander McQueen** **Puma** (an absolute exclusive) **ck Calvin Klein** (the American brand's new bridge line), **Imatra R.C., Inc** (a collection making its debut with Valentino Rossi as the outstanding testimonial) and **Luna Rossa** (the official sport line of Prada's Italian sailboat).

The fair's new image aims at conveying all this and more: like a city in a city, a place for creating trends and business. This edition's special guest, the **Maison Martin Margiela**, decided to interpret this approach with its style and spirit tracing a subdued theme that extends throughout the Fortezza da Basso.

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The figures **27,935 buyers attended the last winter edition, (+ 7%)**
9,792 (35% of the total) of whom came from abroad, (+ 9%)
18,143 Italians, (+ 6%)
the main foreign markets: **Germany, Japan, Great Britain, Spain, Holland, France, United States**
the main growing foreign markets: **China (+ 59%), Russia (+ 35%)**

The exhibitors **643 firms**
811 brands
283 (34.9% of the total) are from abroad

The new names The **89** new names and returns include: **24/7 Suits, Acqua di Parma, AI, Alain Mikli, Anthony Peto, Bernard Zins, Bil's, Blue Blood, Bruno Bordese, CCC, Corsia, Crossley, Der Sammler, Faliero Sarti, Feit, George Gina & Lucy, Joe Rivetto, Henleys, Him/Misa Harada, K-BLOST, **** L - CINQ ETOILE LUXE, Last Love, Lucky Brand Jeans, mY-m8, R.E.D. Valentino Uomo, Rosasen, Santacroce, Seiji Kuroki, Sir by Mawi, Tretorn Gullwing, U.NI.TY, Vintage 55 and Walker Slater.**

The sections The event is organized into **10** sections which are linked to the three macro-areas of **Classico** (*Pitti Uomo, Futuro Maschile, Uppercasual, Affinità Elettive*), **Informale** (*Sport & Sport, Ynformal, Urban Panorama, New Beat(s)*) and **Avant-garde** (*L'Altro Uomo, Fashion/Design*). .

The special projects

New Beat(s) A separate island in the midst of the huge Fortezza. A vibrant source of new talents. This is **New Beat(s)** n. 5, the special area that Pitti Uomo devotes to **debuts**, to absolute firsts. **Soft Porn**, is the theme of the setting-installation, designed by **JoeVelluto**, the young design group with a high level of creativity, at the Lyceum, brings in bright colors and pop suggestions in an atmosphere floating between the *Crazy Horse* and comics It is the natural habitat for **14** collections that research informal looks and urban wear: **1 Like No Other Limited Edition, Ai Lov lu, Chris & Tibor, Designers Against Aids, Entomology, Joy4Toy, Kill Your Heroes, Le Voice, Manifatture Dei Quarti, Oddities, Onzes, Paranoid, Rifiuto Speciale and Vintage Vantage.** (see enclosed press release)

WELCOME to my house This is the new exhibition-product dedicated to the world of **street culture**. It's called **WELCOME**: an exhibit-event that will show how vital and proactive this culture, born on the streets, really is as a source of inspiration for art, music and fashion. The **Stazione Leopolda** is the ideal platform for telling this story that keeps on evolving, a story whose main characters are **40 brands** which spring directly from this culture. The agenda is filled with events related to action sports, art and underground music. (see enclosed press release).



**Pitti Immagine
Rooms**

This Pitti Immagine production presents the most conceptual interpretation of **contemporary luxury design: PITTI IMMAGINE ROOMS n. 3** will be at the **Harold Acton Library** and will draw on the evocative power of a place of culture. A video itinerary winds among ancient volumes and virtual package with clips from the great cult films. Three *rooms with views* of Lungarno Guicciardini and the Arno River are the exclusive showcases for **7** collections: **Alberto Incanuti, Carlo Alberto, Dirk Schönberger, GoldSign designed by Adriano Goldschmied, Gruppo di Installazione, HTC Belle and Ugo Cacciatori**. The concept is by Sergio Colantuoni, one of Italy's most eclectic fashion editors (*see enclosed press release*)

The Pitti Immagine events

**The Fondazione
Pitti Discovery
opens
with Rick Owens**

The **Fondazione Pitti Discovery** presents **Rick Owens: "Dust" is what I call the warm soft grey color of gently slipping into unconsciousness**, a three-part event scheduled for Wednesday, 11 January (6.00 pm) at the Stazione Leopolda with DUSTULATOR, the fashion show featuring his first men's collection for fall-winter 2006n (in the Hangar area) and the installations DUSTDAM and DUSTPUMP (the latter will be in the Alcatraz area) (*see enclosed press release*).

Rick Owens will be showing his creations at his stand at the Fortezza da Basso.

**The Maison Martin
Margiela global
project**

Maison Martin Margiela will be the special guest at the 69th edition of Pitti Immagine Uomo. The *maison's* way of expressing its universe is always coherent with its roots and passions. For the first time there will be a game, a fair within the fair using whites and diffusing moments of calm during the hectic days of the fair. (*see enclosed press release*).

On the evening of Thursday, 12 January (7.00 pm) Maison Martin Margiela's presence at Pitti Immagine Uomo will be celebrated at the Teatro Puccini, in Florence, with a huge party-event where the new collection will be shown.

The events produced in cooperation with Pitti Immagine:

**Levi Strauss
Europe
at the Quarter**

Wednesday, 11 January (8.00 pm) **Levi Strauss Europe** will celebrate the launch of the new generation of *Levi's Engineered Jeans* with *NOTES OF FREEDOM*, an exhibition-installation at the Quarter (V.le Giannotti 81) which will also mark director **Spike Lee's** debut as a photographer.

**Calvin Klein Jeans
at the
Teatro Goldoni**

On the evening of Friday, 13 January (9.00 pm), *Calvin Klein Jeans* will present a major fashion event in the city. The Teatro Goldoni will be the stage for an exclusive party that will include a performance by the internationally renowned group of artists, the mythical **Fisherspooner**, and the new collection by this great name in American fashions.

Thanks to **Regione Toscana and Toscana Promozione** for the support of Urban Panorama.

Special thanks to **MINI**, the official car of this edition of Pitti Immagine Uomo. The new "Mini Park Lane" will be the star of the **PARK LANE PARTY** (Friday, 13 January, Palazzo Corsini), organized by the British Consulate General in cooperation with the British Menswear Guild and MINI.

Florence, 11 January 2006