

# PITTI W

## WOMAN

### PRECOLLECTION

## PITTI W IS GROWING AND EXPANDING WITH A NEW PROJECT AT THE VILLA VITTORIA

From 13 to 16 January 2009 Florence will host the third edition of **Pitti W\_Woman Precollection**, the **Pitti Immagine salon-event dedicated to women's fashion collections** held concomitantly with Pitti Uomo 75.

In the Dogana and now also at Villa Vittoria, two outstanding locations "just around the corner" from the Fortezza Da Basso, a **special selection of around 70 international brands** will present absolute previews of their collections **for the 2009-2010 fall/winter season**.

*"Pitti W\_Woman Precollection is expanding its scope" says Agostino Poletto, deputy general manager of Pitti Immagine – "and is also moving into the Villa Vittoria with a new project dedicated to a growing market segment – female elegance in a fashion key. The event is growing and evolving coherently with its DNA once again focusing on scouting and selection that make it the ideal launch pad for innovative women's fashion projects and brands with great potential. This edition of Pitti W will be bringing an exclusive selection of women's collections to Florence, collections by established firms and new names that are already available in trendy boutiques: from coats to knitwear, from total looks to accessories. Pitti W is for the trade press and the top buyers who are most aware of international research, and they will all see the collections in a striking, imaginative setting designed by Oliviero Baldini".*

The news for this edition of Pitti W is that it is moving into the Villa Vittoria with a new spirit: The nineteenth century rooms of Villa Vittoria itself will host **Designer Collection**: a very exclusive project dedicated to the most refined international names in fashion elegance. Strategically located on the path that links Pitti Uomo and Pitti W, *Designer Collection* will feature a selection of clothing and accessory collections by famous designers as well as young names that already have a reputation among members of the trade. This event is designed for the most demanding buyers and advanced fashion stores, and the setting is precisely for the firms that present the most sophisticated concepts for the contemporary woman's wardrobe.

The names at this edition of Pitti W include: **5+1\_Annapurna, Add Black, Appartamento 50, BP Studio, Cesare Fabbri, Drumohr Donna, Duyan, Fabrizio Del Carlo, Federica Moretti, Gherardini, Henry Beguelin, Herno Donna, Joya, Kiton (Donna), Maria Francesca Pepe, Massimo Alba, Nathu, Pedro Garcia, Stephan Janson, Thes & Thes, To be G, and Un dimanche à Venise par Kallisté.**

## GIAMBATTISTA VALLI – THE PITTI W SPECIAL EVENT

**Giambattista Valli** will be the special guest at this edition of Pitti W. On the evening of **15 January** (Thursday), in the extraordinary Salone dei Cinquecento in Palazzo Vecchio, Valli will stage a glamorous, elegant event for the exclusive preview showing of his **pre-collection for the 2009-2010 fall winter season**

New York, 13 November 2008

Pitti Immagine srl  
50123 Firenze, via Faenza 111

Tel. 055 36931 Telefax 055 3693200  
Home page <http://www.pittimmagine.com>  
E-Mail [stampa.italia@pittimmagine.com](mailto:stampa.italia@pittimmagine.com)  
E-Mail [stampa.estero@pittimmagine.com](mailto:stampa.estero@pittimmagine.com)