

## PRESS

### FOR “MODAPRIMA” READ “PITTI IMMAGINE”

THE 60<sup>th</sup> EDITION OF THE EVENT SCHEDULED TO BE HELD IN MILAN FROM 28<sup>th</sup> – 30<sup>th</sup> MAY WILL BE ORGANIZED BY PITTI IMMAGINE IN A NEW EXHIBITION VENUE IN FAIR

From this edition, **ModaPrima**, the international exhibition of fashion and accessory collections for department stores, the large-scale retail trade, chain stores, importers and wholesalers, **will be organized by Pitti Immagine**.

The event, **scheduled to be held in Fieramilanocity from 28<sup>th</sup> – 30<sup>th</sup> May**, thus becomes part of the network of fashion events run by Pitti Immagine in Florence and Milan.

The sixtieth edition will **premiere 114 brands: the spring/summer 2007 collections** as well as **flashes of the fall/winter 2006/2007 collections**, and will be located in the **FMC Center** (Via Gattamelata no. 5) of **Fieramilanocity**, with a **new exhibition project** totally renovated.

In addition to the traditional programmed fashion proposals, **ModaPrima** will include **highly qualified companies** involved in the **production of private labels and ready-to-wear garments**, offering flashes of the latest fashion trends.

**Pitti Immagine's strategic objective is to develop this event** which is rich in potential, increasing the number, quality and internationality of the exhibitors, as well as expanding and segmenting the existing product proposals.

The **strategies** behind this relaunch include a considerable **investment in promotion and communication** aimed at attracting increasing numbers of visitors, also from emergent countries, creating occasions for providing information on trends according to the specific requirements of the buyers.

For this reason, at this edition, Pitti Immagine will be presenting **Fashion Cube**, a new trend area presenting the themes and inspirations for the S/S 2007 collections: an itinerary providing information and guidance about garments and accessories selected from amongst the exhibitors' proposals. The topics will be: *White Clinical, Romantica Metal, Black Night, Simple Irony, Match Point, Video Pop*. **Fashion Cube** is curated by Sergio Colantuoni, one of the most eclectic Italian fashion editors.

The **strong overtones**, functionality and attractiveness of the **new layout project** will characterize both the communal areas as well as the individual exhibitor spaces which are designed to captivate and express the identity of the various companies in the best possible way.

**Once again, ModaPrima** will be a **prime opportunity** for bringing the international **large scale retail trade into contact** with a vast and qualified **network of manufacturing companies and districts par excellence** producing the best of unbranded fashion in both Italy and abroad.

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