



PITTI IMMAGINE
VIA FAENZA 111, 50123 FIRENZE
PH : +39 055 36931 - FAX: +39 055 3693200 - www.pittimmagine.com

touch! - touch@pittimmagine.com
neoZone - neozone@pittimmagine.com
cloudnine - cloudnine@pittimmagine.com

NUMBERS ARE UP BY 14.5% FOR BUYERS AT TOUCH!, NEOZONE AND CLOUDNINE: AN ENERGY-FILLED EDITION, VERY SATISFACTORY FOR SELECTION OF COLLECTIONS AND A TOTAL OF 7,200 VISITORS TO THE THREE SALONS

Touch!, neoZone and cloudnine, the three Pitti Imagine salons organised in Via Tortona in Milan from 28 February to 2 March 2010, closed in an energy-filled enthusiastic high, after three days of intense work starring 152 women's fashion collections from all over the world. This edition saw a total attendance of 6,150 buyers from more than 50 foreign countries, up by 14.5% on March 2009 (when the figure was 5,400). Considering also the other kinds of accredited visitors at the salons, this total rises to 7,200. There were 5,200 buyers from Italy, an increase of 15.5% compared to the previous edition and foreign buyers increased by 10.7% to give a total of over 950.

"It was a very positive edition of Touch!, neoZone and cloudnine", says Agostino Poletto, Pitti Imagine Vice General Director. "Our selection of collections proved to be very popular: it was seen as interesting and of great quality in terms of experimentation, image and product, by buyers and the press, and companies informed us that they had received very tangible orders and commercial contacts and that a lot of foreign buyers had made a re-appearance after several seasons of absence. This is an important sign, indicating how much fashion and its consumption is recovering: these are signs that bode well for the upcoming months. I must also stress that not only established companies, but also young brands, the many collections by emerging talents that we showcased received orders and very positive feedback: our strategy of investing in new creativity has therefore proven to be a winner and it is a lever that we will continue to push even further".

Foreign performance was outstanding on just about all markets, with excellent figures from the United States (over 40 American buyers), a 44% increase by France, double the attendance from Russia and double-figure increases from Great Britain, Switzerland, Belgium and Saudi Arabia.

The rankings list for the top 15 countries sees Japan in the lead, followed by Spain, France, Switzerland, Greece, the United States, Germany, Great Britain, Austria, Belgium, Russia, Holland, South Korea, Ukraine and Turkey.

Top boutiques and department stores taking part included Fashion Club 70 (Belgium), Baycrew's (Japan), Isetan (Japan), Harvey Nichols Hong Kong, Marubeni Corporation (Japan), Mitsukoshi (Japan), Takashimaya (Japan), United Arrows (Japan), Jofre 1929 (Spain), Alan Bilzerian (United States), Cashmere&Silk (Russia), and from Italy, Top Ten (Turin), Penelope (Brescia), Sugar (Arezzo), Antonia (Milan), Après Paris (Treviso), Biffi Boutique (Milan), Tiziana Fausti Donna (Bergamo), Sbaiz Spazio Moda (Lignano Sabbiadoro), Altamoda (Modena), Space (Ravenna), Luisa Via Roma (Florence), Cose (Cremona), Folli Follie (Mantua), Gaudenzi Boutique (Riccione), Gerard Company (Florence), Giglio (Palermo) and Helme' (Catania).

Milan, 4 March 2010