

**PITTI UOMO 77 AND PITTI W N.5:
MORE BUYERS AND A GOOD OUTLOOK FOR THE NEXT FEW MONTHS.
FLORENCE RELAUNCHES INTERNATIONAL FASHION**

The 76th edition of Pitti Uomo (Florence, 12-15 January 2010) closed at the Fortezza da Basso with a rise in attendance figures: 23,360 buyers came to Florence – an increase of over 3% versus the 22,672 buyers at the last winter edition – and the total number of visitors attending was over 30,000.

“These are important figures”, says Raffaello Napoleone, CEO of Pitti Immagine, “that show a change of trend following the difficulties experienced by international fashion in recent months and seasons. The buyers visiting the Fortezza appreciated all the hard work the exhibitors had put in to presenting their new collections which were packed with high stylistic content, real product and image; the new layout of the Main Pavilion, designed by Patricia Urquiola, was a great success, particularly the new Pop Up Stores with their innovative way of proposing a unique selection of new men’s lifestyle accessories. There was also a huge amount of press and TV interest over the four days of the event, a presence of successful up-and-coming new talents and glamorous special events, all of which ensured that Florence was infused with the all-encompassing energy of fashion. There was a real air of recovery at Pitti Uomo: a wave which, we believe, will be long-lasting and will positively affect industrial production and final consumption over the next few months”.

Looking more closely at the attendance figures, there were 16,258 Italian buyers (+ 4.2% versus January 2009), and over 7,100 foreign buyers, another slight increase, albeit more modest, despite a number of airline flights being cancelled due to bad weather. The figures for the United States were very good (returning above the 200 buyer mark), Russia (+ 14%), Spain (+ 11%), France, China and Hong Kong, Turkey, Korea, Denmark, and Norway. The number of visitors from Germany, Japan and the United Kingdom fell slightly

Once again Germany came out on top of the first eighteen countries (876 buyers), followed by Spain (651), Japan (600), Holland (536), China (503), the United Kingdom (418), France (401), Turkey (371), Switzerland (296), South Korea (266), Belgium (238), Greece (234), the United States (203), Austria (187), Russia (180), Portugal (154), Hong Kong (85) and Sweden (77).

There was also considerable satisfaction and a great atmosphere at the Dogana for the fifth edition of Pitti W Woman Precollection, which had around 4,600 visitors. The fair dedicated to women’s fashion precollections was attended by some of the most important top buyers on the international scene who enjoyed the exhibitors’ product proposals: these focused increasingly on more measured collections with a precise concept, making them very interesting to sophisticated fashion stores. In all, four days filled with positive business contacts and plenty of attention from the press, and a warm welcome for this edition’s special guest, Giles Deacon.

Florence, 19 January 2010



Here are some comments from buyers attending Pitti Uomo 77

Tiziana Cardini, Fashion Director of Rinascente, said:

"You could feel a new energetic, positive atmosphere. I saw product proposals which had been very rigorously selected by companies who brought along collections with a strong focus on their identity, a very high quality level and a better quality-price ratio. I think the success of the capsule collections and mono-products will definitely stimulate a creative interpretation of research and boost sales".

Alessandra Dainelli, proprietor of the Alessandra Dainelli Creative Fashion Consulting Studio:

"I saw great commitment and a renewed enthusiasm amongst buyers and exhibitors. The overall impression was that companies are rolling up their sleeves and getting down to offering an increasingly refined, quality product. Pitti Uomo continues to be the most important fair on the international scene that "listens" to the market and understands what's new. The new layout by Patricia Urquiola completely revolutionized the Main Pavilion and the product islands of the Pop Up Stores made the journey through the world of classics more legible".

Giorgio Molteni, proprietor of Tessabit Como

After an interlocutory season, at last you could feel an air of innovation, definitely much more positive than the last edition. On the stands I found sound products with a good quality-price ratio and I also saw plenty of research, particularly in the Touch! and l'Altro Uomo sections.

Georgia Pizzi, Italy Account Manager for Harvey Nichols Hong Kong and other international clothing groups, commented:

"The new design of the Main Pavilion increased the scope of product presentation: walking through the stands was more enjoyable and made it possible to immediately discover the styles of the collections. For several editions now, Pitti Uomo has become, above all, a place for research, but it is also increasingly becoming a place for taking real orders, where buyers can find the most interesting ideas for supplementing their proposals: from the tailored jacket to niche leather goods, from limited edition crafted shoes to sporty shirts."