

PITTI W WOMAN PRECOLLECTION

DIANE VON FURSTENBERG WILL BE THE STAR OF THE PITTI W SPECIAL EVENT

Diane von Furstenberg will be the special guest at the second edition of Pitti W _ Woman Precollection, the Pitti Immagine project dedicated to women's pre-collections. **On the evening of Wednesday, 18 June** the extraordinary Giardino Torrigiani in the heart of Florence will be the stunning *en plein air* backdrop for an elegant, glamour-filled event featuring the world première of Diane von Furstenberg's **Cruise / Pre-Spring Collection 2008 - 2009**

"Pitti Immagine", – says Raffaello Napoleone, Pitti Immagine CEO, "is proud to have Diane von Furstenberg with us in Florence. Continuing the success that began in 1974 with her wrap dress and amazing comeback in 1997, today, more than ever, Diane is under the international spotlights and chose the Florence fashion week and Pitti W_ Woman Precollection for her first European show.

The evening's stars will be the exclusive chic and glamour of the Von Furstenberg look, and their stage will be the Giardino Torrigiani, the biggest private garden in Europe that has never before been open to the public for a fashion event.. It will also be a major event for the city and the Pitti Immagine exhibitions which once again are proving that they are the elected platform chosen by the best brands for launching their projects on an international level, and for events featuring the protagonists of contemporary fashion".

New York, 13 May 2008