



UPS AND PITTI IMMAGINE AWARD THE WINNER OF “UPS FASHION & DESIGN CONTEST 2008”

FLORENCE, 18 June 2008 - Kristian Guerra, a student at IUAV University in Venice, has won the second edition of the UPS Fashion & Design Contest, organized by Pitti Immagine and UPS, the world's largest package delivery company and logistics partner, in association with top textiles and luxury goods firms around the globe.

Kristian Guerra was awarded first prize for *Delivery*, a garment inspired by London's bicycle messengers. Chiara Silvestri (IUAV University in Venice) came second with *Pilgrim*, a special object and baggage carrying tool for use on footpaths, while third place was awarded to creative duo Marta Forghieri and Giulio D'Alessio (IED Moda Lab Milano) with *Lei – Lui*, an unpredictably shaped urban raincoat/uniform, devised to protect and to facilitate movement.

The awards were presented during the official Pitti Uomo 74 opening ceremony. The panel of judges - Alessandra Dainelli (top buyer consultant), Angelo Flaccavento (freelance journalist), Riccardo Grassi (Studio Zeta), Vincenzo Maria Franco (Pitti Immagine), Michela Gattermayer (Velvet) and Cristina Carboni (UPS) - examined the concepts and creations proposed by students from IUAV Venice, IED Milan, Polimoda Florence and the Florence University Faculty of Architecture. These talented future designers were asked to create objects, clothing and accessories that combine the concept of free mobility with distinctive elements of the UPS brand, offering their own personal take on a collection for UPS messengers.

"In this second edition of the Fashion & Design Contest - said Raffaello Napoleone, CEO, Pitti Immagine - we set our young designers an important challenge for the future, eco-sustainable mobility, which is also the theme we have chosen for the layout of Fortezza da Basso at this Pitti Uomo. Because we're sure that eco-sustainable design will be a key issues in their future creative development. And organizing this project with a great international company like UPS, has enabled us to do it in a spectacular way".

"For a number of years now UPS has been organising special projects to promote young fashion and design talent, highlighting our daily commitment to serving such an important sector for Italian made products. This year, with the help of Pitti

Imagine, we have worked with students from some of Italy's top fashion and design schools, and we have been struck by the maturity of these projects which engage with such an important issue nowadays as free mobility, one of the principles we strive to apply every day, in order to offer our customers a reliable, prompt service", said Frank Sportolari, Country Manager, UPS Italy.

The students' work will remain on show in the Fortezza da Basso, in the courtyard of the Polveriera, for the entire duration of Pitti Uomo 74. The set installation, a special train mounted on bicycle wheels inside a green rectangle, was created by designer Marco Morosini.

UPS is the everyday partner of the fashion, textile and luxury goods industry.

UPS shares the same dedication to perfection and inventiveness as the fashion, textile and luxury goods industry. Faced with the imperatives of a sector where compromising on excellence is unthinkable, the UPS brand image and proven reliability constitute real assets for the manufacturers of luxury goods. Generally working to very short lead times and on a global scale, they know they can count on the extensive range of UPS services. From Paris to Beijing and from Milan to New York, London and Tokyo, UPS helps this sector by acting as their business partner, day in, day out.

UPS has been supporting young talents in fashion and design since 2003 in the United States and 2005 in Europe, where it has created projects in Belgium, France, Germany, Italy and Poland.

UPS is the world's largest package delivery company and a global leader in supply chain and freight services, offering an extensive range of options for synchronising the movement of goods, information and funds. Headquartered in Atlanta, USA, UPS serves more than 200 countries and territories worldwide. UPS's stock trades on the New York Stock Exchange (UPS) and the company can be found on the Web at www.UPS.com. To get UPS news direct, visit www.pressroom.ups.com.

Contacts:

Pitti Immagine srl

50123 Florence, via Faenza 111

Tel. + 39 055 36931

Home page <http://www.pittimmagine.com>

E-Mail stampa.italia@pittimmagine.com

E-Mail stampa.estero@pittimmagine.com

Noesis – Press Office UPS

20144 Milan, Via Savona 19/A

Tel. + 39 028310511

Home page <http://www.upsalamode.com>

E-Mail holtjona.leka@noesis.net

E-Mail tatiana.tassini@noesis.net