

EVENTS CALENDAR

PITTI IMMAGINE UOMO 95|07 JANUARY - 14 JUNE 2019





MONDAY 07/01





7:00pm	Firenze Made in Tuscany magazine Eduardo Secci Contemporary, Piazza Goldoni 2, Firenze Presentation of the Florentine craftsmen guide "Firenze su misura" [Florence made by measure] by Gruppo Editoriale. Cocktail party. By invitation only.
7:00pm	 Centro di Firenze per la Moda Italiana Gala Dinner Palazzo Pitti, Sala Bianca, Piazza de' Pitti 1, Firenze Cocktail on the occasion of "Animalia Fashion" and gala dinner. By invitation only.



EVENTS IN TOWN

1:00pm	The Time Is Now! Museo del Tessuto, Via Puccetti 3, Prato A project by IED-Detox-Greenpeace. Press tour with IED young designers in Prato's fashion industry district.
2:00pm-8:00pm	Sileno Cheloni invites you to dream... Sileno Cheloni, Via San Niccolò 72/R, Firenze Sileno Cheloni, the Perfumer Maestro, presents the "Sangue Blu" [Blue blood] perfume in its new boutique.
5:00pm and 9:00pm	Proiezione del film: Westwood: Punk, Icon, Activist Teatro della Compagnia, Via Cavour 50r, Firenze A tribute to one of the cultural icon of our times. Screening presented by Bruno Casini. Admission fee.
7:00pm	Presentation of the movie Human Metal Cinema Odeon, Piazza Strozzi, Firenze Peter Greenaway presents the movie produced by the historic Florentine silver company Pampaloni and the project "Stairs". By invitation only. From 8:00 open to the public (with ticket).

TUESDAY 08/01

9:00am-4:00pm	 Official presentation of the stamp dedicated to Pitti Immagine Reception Hall, Padiglione Medici
9:00am-6:00pm	Haculla Dogana, Via Valfonda 25, Firenze Arts-Meets-Fashion. Installation. Free admission.
10:00am	 Talking Heads @Pitti Show Box / BLAMO! presents "My Time at Pitti Uomo - The Englishman" Show Box, Fortezza da Basso Jeremy Kirkland in conversation with Michael Hill (Drake's).

10:30am		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
10:30am		<p>Opening ceremony Pitti Immagine Uomo 95</p> <p>Palazzo Vecchio, Salone dei Cinquecento , Piazza della Signoria 1, Firenze</p> <p>Official opening ceremony of Pitti Immagine Uomo 95; during the event presentation of the stamp dedicated to Pitti Immagine. By invitation only.</p>
10:30am-4:00pm		<p>Ellesse</p> <p>Archivi3</p> <p>Breakdance performance.</p>
11:00am		<p>Talking Heads @Pitti Show Box / Konrad Olsson (Scandinavian Man)</p> <p>Show Box, Fortezza da Basso</p> <p>in conversation with Andreas Palm (CDLP).</p>
from 11:30am		<p>Aeronautica Militare</p> <p>Cortile Medici</p> <p>Special guests Alex Ranghieri of the national beach volley team, Marco Lodadio, bronze medal at the world artistic gymnastic championship and a delegation of pilots of 101° Group in flying seal.</p>
12:00pm		<p>Talking Heads @Pitti Show Box / Portuguese Fashion. A New Beginning</p> <p>Show Box, Fortezza da Basso</p> <p>Ivan Carvalho (Monocle) in conversation with Filipe Prata (Daily Day / Lagofra).</p>
12:00pm		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
12:30pm-2:30pm		<p>L'impermeabile</p> <p>Main Pavilion, Lower Floor, Stand Q14</p> <p>Sweet a bit salted. Cocktail.</p>
2:30pm		<p>Talking Heads @Pitti Show Box / Giampietro Baudo (Esquire Italia)</p> <p>Show Box, Fortezza da Basso</p> <p>in conversation with Francesco Tombolini (Camera italiana buyer moda).</p>
2:30pm-4:30pm		<p>L.B.M.1911</p> <p>Main Pavilion, Lower Floor, Stand V5-9/Z3-5</p> <p>Preview of the capsule collection Efisio Marras for L.B.M.1911.</p>
from 3:00pm		<p>Kejo</p> <p>Lyceum, First Floor, Stand 77-79</p> <p>Special guest at the stand Ludovica Pagani.</p>
3:00pm		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>

3:00pm-6:00pm	 <p>Guest Nation Portugal Main Pavilion, Lower Floor, Spazio Carra Opening cocktail. The brands: Caiagua, Ecolã, Hugo Costa, Ideal & Co, Labuta, Nycole, Poente e Westmister.</p>
4:00pm-6:30pm	<p>Mackage Area Monumentale, Grotte Mackage into the elements, an immersive multimedia experience. Cocktail party and djset by Anfisa Letyago.</p>
from 4:30pm	<p>Mizuno Padiglione Cavaniglia, Stand 9 Aperitif with Asti spumante DOCG. Also on Wednesday 9th and Thursday 10th January.</p>
4:30pm-6:30pm	<p>SSEINSE Cortile Arsenale Fashion Aperitif. Dj-set, Sushi & Martini.</p>
5:00pm-7:00pm	<p>Rossignol x Philippe Model Paris Giardino di Villa Vittoria, Piazza Adua 1, Firenze Cocktail.</p>
6:00pm-9:00pm	 <p>Slam Jam Museo Marino Marini, Piazza di San Pancrazio, Firenze Connecting tribes of like-minded people across the world for over thirty years. Exhibition opening with Carhartt WIP, Nike e Stussy. Cocktail & Live Performances. By invitation only.</p>
from 6:30pm	<p>Roi du Lac Studio Matos/Herzog, Via Santo Spirito 11, Firenze Presentation of the collection Maison d'Hortense - a journey in time to Deccan India. Cocktail. By invitation only.</p>
6:30pm-9:00pm	<p>Berwich Mercato Centrale, Piazza del Mercato Centrale, Firenze Beer Berwich. Time to drink. By invitation only.</p>
6:30pm-9:00pm	<p>Gucci Garden Gucci Garden, Piazza della Signoria 10, Firenze Presentation of the new layout of the Period Rooms. Cocktail. By invitation only.</p>
from 7:00pm	<p>Shaft Jeans Cantina da Verrazzano, Via de' Tavolini 18r, Firenze Cocktail. By invitation only.</p>
8:30pm	<p>Brunello Cucinelli Palazzo Corsini, Lungarno Corsini 10, Firenze Dinner. By invitation only.</p>

from 9:00pm	<p>Palazzo Finlandese: Rolf Ekroth and Terinit</p> <p>Palazzo Pucci, Via de' Pucci 2, Firenze</p> <p>Party Finnish style with the young designer Rolf Ekroth and Terinit. Kippis! By invitation only.</p>
10:00pm-2:00am	<p>Diadora</p> <p>Stazione Leopolda , Viale Fratelli Rosselli 5, Firenze</p> <p>It Plays Something Else. Exhibition opening. By invitation only.</p>
from 10:30pm	<p>Laboratori Italiani</p> <p>Auditorium Santo Stefano al Ponte, Piazza di Santo Stefano 5, Firenze</p> <p>Party. Mood: Live dj set. By invitation only.</p>


EVENTS IN TOWN



12:00pm-6:00pm	<p>Bruno Manetti Cashmere / Mason's / Smarteez</p> <p>Wongvalle, Via delle Belle Donne 16a, Firenze</p> <p>Presentation of the FW2020 capsule collections and cocktail.</p>
5:00pm and 9:00pm	<p>Film screening "Love, Cecil"</p> <p>Teatro della Compagnia, Via Cavour 50r, Firenze</p> <p>A portrait of the visionary Cecil Beaton, the famous photographer and costume designer. Admission fee.</p>
from 5:00pm	<p>Why do we need a fashion revolution?</p> <p>F000, Viale S. Lavagnini 70/72, Firenze</p> <p>Roundtable curated by F000 and WRÅD about sustainability and the new responsibility of fashion companies held by Matteo Ward, ceo WRÅD; guest speakers from Rock Experience and Fashion Revolution with exclusive viewing of the short-movie Who Made My Clothes?</p>
5:00pm-8:00pm	<p>Collezione Roberto Casamonti</p> <p>Palazzo Bartolini Salimbeni, Piazza Santa Trinita 1, Firenze</p> <p>The collection will be extraordinarily open to visitors.</p>
5:00pm-9:00pm	<p>Maliparmi</p> <p>Maliparmi, Via del Parione 11, Firenze</p> <p>Lady Rosa. Installation of the artist Alda Giunti and preview of the SS19 collection. By invitation only.</p>
6:00pm	<p>Fashion Frames Conference & Showcase</p> <p>The Westin Excelsior Florence, Piazza Ognissanti 3, Firenze</p> <p>Eco-sustainability of Luxury business with top fashion buyers, in collaboration with Mario dell'Oglio, president of the Italian chamber of fashion buyers; to follow Fashion Frames showcase curated by Cris Egger featuring: Berg, AGARW-UD, Savini Jewels.</p>
from 6:00pm	<p>Super</p> <p>SOTF, Via Tornabuoni 17, Firenze</p> <p>Retrosuperfuture@ presents two new versions of the iconic model America in collaboration with Sotf. Music and Street Food by L.Nigro.</p>
6:00pm-8:00pm	<p>Anedda</p> <p>Flow, Via de' Vecchietti 6, Firenze</p> <p>Cocktail party.</p>


EVENTS IN TOWN



6:00pm-9:00pm	<p>Sergio Tacchini Montgomery, Via Pellicceria 22r, Firenze Cocktail and djset.</p>
6:00pm-10:00pm	<p>ottod'Ame - EYES ON EYES ottod'Ame, Via della spada 19r, Firenze SS19 collection preview. Cocktail party. Dj Ghiaccioli e Branzini.</p>
6:30pm-8:30pm	<p>Bianchi e Nardi Relais Santa Croce, Via Ghibellina 87, Firenze Presentation of the capsule collection in collaboration with Il Borgo Cashmere. Cocktail party. By invitation only.</p>
6:30pm-10:30pm	<p>Wrangler Bulli e Balene, via dello Sprone 14R, Firenze Presentation of the new Icons FW2019 collection. Cocktail with music and barber experience in collaboration with Proraso. By invitation only.</p>
7:00pm	<p>Masters of Elegance by Drago / Showcase and the Award Ceremony The Westin Excelsior Florence, Piazza Ognissanti 3, Firenze A showcase of evening elegance, tailored by style masters and selected by Alex Dordevic of DeGorsi, featuring: Lorenzo Cifonelli (Cifonelli), Valentino Ricci (Sciamat), Gennaro Annunziata (Chiaia) with Masters of Craftsmanship: Ducal, Siniscalchi. Discussion with Wei Koh (The Rake), Matt Hranek (WM Brown) and Franz Botre (Arbiter). By invitation only.</p>
from 11:00pm	<p>Rolf Ekroth Afterparty Crisco, Via Sant'Egidio 43r, Firenze Dj set by Jasmin Islamovic / MaggiePie / Ozzy.</p>


WEDNESDAY 09/01

7:00am	<p>Push Hard Pitti Run Start from, Piazza Santa Maria Novella, Firenze A running before going to the fair. Open to exhibitors, editors, PR and buyers who want to recharge with good vibes. Promoted by Isaora PH4GalliaLab.</p>
9:00am-6:00pm	<p>Haculla Dogana, Via Valfonda 25, Firenze Arts-Meets-Fashion. Installation. Free admission.</p>
10:00am-2:00pm	<p>Bruno Manetti Cashmere Main Pavilion, Lower Floor, Stand K1/L6 Between Scotland perfume and Celtic music in Tuscany. Presentation of the capsule collection and Celtic music. By invitation only.</p>
10:00am-7:00pm	<p> Slam Jam Museo Marino Marini, Piazza di San Pancrazio, Firenze Connecting tribes of like-minded people across the world for over thirty years. Exhibition with Carhartt WIP, Nike e Stussy. Free admission. Till January 14th.</p>

10:30am	 <p>Talking Heads @Pitti Show Box / BLAMO! presents "My Time at Pitti Uomo - The Photographer"</p> <p>Show Box, Fortezza da Basso</p> <p>Jeremy Kirkland in conversation with Scott Schuman (The Sartorialist).</p>
10:30am	<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
11:00am	<p>Presentation of the book "Amico mio. A four year journey with Alessandro Squarzi" by Hooncheol Ko</p> <p>Area Monumentale, First Floor, Meeting Room</p> <p>With Andrea Benedetti, curator and creative director of the editorial project, Hooncheol Ko, photographer, and Alessandro Squarzi.</p>
11:00am	<p>Markup</p> <p>Costruzioni Lorenesi, Ground Floor, Stand A6</p> <p>Special guests at the stand Giulia Salemi and Francesco Monte.</p>
11:00am	 <p>Talking Heads @Pitti Show Box / Giampietro Baudo (Esquire Italia)</p> <p>Show Box, Fortezza da Basso</p> <p>in conversation with Maria Luisa Frisa.</p>
11:00am-12:30pm	<p>Lumberjack</p> <p>Area Monumentale, Cannoniera</p> <p>Celebration of the 40th anniversary of the brand and presentation of the Green Project. Press breakfast.</p>
11:00am-1:00pm	<p>People of Shibuya</p> <p>Main Pavilion, Ground Floor, Stand H4</p> <p>Presentation of the project "Collective Design: neuroscience applied to fashion design" with Thimus staff, leader company in Italy for neuroscience measuring, Hoby Wedler, sensory design guru and Erminando Aliaj, photographer. By invitation only.</p>
11:00am-7:00pm	<p>Diadora</p> <p>Stazione Leopolda , Viale Fratelli Rosselli 5, Firenze</p> <p>It Plays Something Else. Exhibition. Free admission.</p>
11:30am	<p>Master of Arts</p> <p>Main Pavilion, Ground Floor, Stand K20</p> <p>Special guests at the stand some of the players of Emmavillas Siena, Italian volleyball team of the national league.</p>
11:30am	<p>Moon Boot</p> <p>Piazzale Ghiaia</p> <p>(R)evolutionary Journey of an Icon: 50 anni di Moon Boot. Press conference and presentation of the special capsule collection celebrating the 50th anniversary of the brand. Speaker: Alberto Zanatta, chairman of Tecnica Group Spa.</p>

from 11:30am	<p>Aeronautica Militare</p> <p>Cortile Medici</p> <p>Special guests at the stand the national team of Rhythmic Gymnastics and a delegation of pilots of 212° Group in flying seal.</p>
11:30am-12:30pm	<p>U.S. POLO ASSN.</p> <p>Padiglione Cavaniglia, Stand 6</p> <p>DJ Set by Brina Knauss. #LiveAuthentically.</p>
12:00pm	<p>RRD Roberto Ricci Designs</p> <p>Area Monumentale, Sala delle Colonne</p> <p>Presentation of the video "Freedom of Movement / Hydrofoiling" by Mathieu Fouillard e wine tasting.</p>
from 12:00pm	<p>Kejo</p> <p>Lyceum, First Floor, Stand 77-79</p> <p>Special guest at the stand Christian Vieri, Italian soccer player.</p>
12:00pm	<p>Memory's</p> <p>Urban Panorama, Magazzino02</p> <p>Special guest at the stand Bruno Barbieri.</p>
12:00pm	<p> Talking Heads @Pitti Show Box / Alessandra Turra (WWD)</p> <p>Show Box, Fortezza da Basso</p> <p>in conversation with Gabriela van Eerdewijk (Lamarca).</p>
12:00pm	<p>Favelas De Rio</p> <p>Lyceum, First Floor, Stand 85</p> <p>Special guest at the stand Fabrizio Corona.</p>
12:00pm	<p>La Martina</p> <p>Padiglione delle Ghiaia, Stand 7</p> <p>Presentation of the collaboration with Timothy Everest, Global Strategy Director of the brand, and Neil Hobday, Chief Executive at Guards Polo Club.</p>
12:00pm	<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
12:00pm-3:00pm	<p>A. Testoni</p> <p>Main Pavilion, Ground Floor, Stand E5</p> <p>Birthday cocktail. By invitation only.</p>
12:30pm	<p>Two Women / Two Men</p> <p>Urban Panorama, Magazzino 02</p> <p>Special guests at the stand Eleonora Pedron and Nicolo' De Devitiis.</p>
12:30pm-1:30pm	<p>Tintoria Mattei</p> <p>Main Pavilion, Lower Floor, Stand N4/07</p> <p>"Storie di talento" [Talent Tales]. Presentation and press lunch.</p>

12:30pm-3:00pm		<p>PARCOATS Florence</p> <p>Main Pavilion, Lower Floor, Stand T9</p> <p>Presentation of the first outerwear collection. Cocktail.</p>
1:00pm		<p>TMB</p> <p>Padiglione Centrale, Piano Inferiore, Stand S2-6</p> <p>Forget teh suit. Presentation and cocktail.</p>
2:00pm		<p>Beyond Closet by Concept Korea</p> <p>Dogana, Via Valfonda 25, Firenze</p> <p>Fashion show. By invitation only.</p>
2:00pm-4:00pm		<p>Voile Blanche</p> <p>Padiglione Cavaniglia, Stand 27</p> <p>Special guest at the stand some of the cyclists of the UAE Team Emirates, professional team of the World Tour category.</p>
2:30pm-4:00pm		<p>Breco's 1975</p> <p>Main Pavilion, Ground Floor, Stand F2</p> <p>Special guest at the stand Stefano De Martino.</p>
3:00pm		<p>Aeronautica Militare</p> <p>Cortile Medici</p> <p>Special guests at the stand Giorgio Pasotti and Claudia Tosoni (Italian actors).</p>
3:00pm		<p>Talking Heads @Pitti Show Box / Konrad Olsson (Scandinavian Man)</p> <p>Show Box, Fortezza da Basso</p> <p>in conversation with Asger Juel Larsen (Unridden).</p>
3:00pm		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
3:00pm-5:00pm		<p>Sease</p> <p>Polveriera</p> <p>Press preview. Contemporary wardrobe. Polveriera Base Camp.</p>
3:30pm		<p>Pyrex</p> <p>Armeria, Stand A12</p> <p>Special guest at the stand Taylor Mega.</p>
4:00pm-6:00pm		<p>Moose Knuckles</p> <p>Spazio Belfiore, Stand 2</p> <p>MOOSE HOUSE: cocktails and showcase by Machete +333MOB. Performers: Lazza & Dani Faiv. Djs: Slait, Low Kidd & Kanesh.</p>
4:00pm-6:30pm		<p>Ellesse</p> <p>Archivi3</p> <p>Djset Tiger & Woods + cocktail party.</p>

4:30pm	<p>Ducal</p> <p>Main Pavilion, Ground Floor, Stand C6</p> <p>Special guest at the stand the artist Jakob Bolotin, fashion illustrator. New collection presentation with the exhibition of collages followed by cocktail.</p>
4:30pm-6:30pm	<p>SSEINSE</p> <p>Cortile Arsenale</p> <p>Fashion Aperitif. Dj-set, Sushi & Martini.</p>
4:30pm-7:00pm	<p>Ecoalf</p> <p>Limonaia di Villa Vittoria, Piazza Adua 1, Firenze</p> <p>Presentation of the FW19-20 capsule collection. Cocktail. By invitation only.</p>
from 5:00pm	<p>#REDAWAY: Sustainability, Transparency, Survival</p> <p>Park Box, Fortezza da Basso</p> <p>The project of Reda in collaboration with Pitti immagine. Cocktail. By invitation only.</p>
from 6:00pm	<p>D.A.T.E.</p> <p>SOTF, Via de' Tornabuoni 17r, Firenze</p> <p>Presentation of the new sneaker shoe "FUGA", the running shoe by D.A.T.E. customized for SOTF. Music and Street Food by L.Nigro.</p>
6:00pm	<p> Y/Project_Pitti Uomo 95 Menswear Guest Designer</p> <p>Chiostro Grande del Complesso di Santa Maria Novella</p> <p>Fashion show. By invitation only.</p>
6:00pm-9:00pm	<p>W.P. Lavori in corso</p> <p>WPStore, Via della Vigna Nuova 75r, Firenze</p> <p>WP is art. Opening of the installation The World Within by Patrick Tuttofuoco. By invitation only.</p>
7:00pm-9:30pm	<p>Harmont & Blaine</p> <p>Eduardo Secci Contemporary, Piazza Goldoni 2, Firenze</p> <p>Private cocktail. Premiere of the new campaign 'An Italian Journey. Positano' and of the short movie #iBellissimi by Brando De Sica. By invitation only.</p>
7:30pm-10:30pm	<p>Esquire</p> <p>Relais Santa Croce, Via Ghibellina 87, Firenze</p> <p>Cocktail. By invitation only.</p>
8:00pm-12:30am	<p>Riders night of the year</p> <p>Chiesetta dei Serragli, Via dei Serragli 51, Firenze</p> <p>Riders Magazine party in collaboration with The Best Shops - Camera Italiana Buyer Moda, Bmw Motorrad, Motor Bike Expo, CMC Motorcycle, Shoei and Flor's. Dj set by Tommy Goes To Rock by Virgin Radio. By invitation only.</p>
from 8:30pm	<p>Moon Boot</p> <p>Stazione Leopolda, Via Fratelli Rosselli 5, Firenze</p> <p>Installation. Cocktail party and dj-set. By invitation only.</p>




from 10:30pm	<p>BePositive</p> <p>Auditorium Santo Stefano al Ponte, Piazza di Santo Stefano 5, Firenze</p> <p>The Party Attitude. Special guest Moony & CeCe Rogers with Agnese Ferraro; Back2Back Tommy Vee & Mauro Ferrucci; Fabrizio Ferraro & Matteo Monti. By invitation only.</p>
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EVENTS IN TOWN

9:00am-11:00am	<p>Navigare</p> <p>Palazzetto della Concordia - Hotel Montebello Splendid, Via Giuseppe Garibaldi 14, Firenze</p> <p>Press presentation and FW2019 preview. By invitation only.</p>
9:30am	<p>Lessons in Sustainable Fashion</p> <p>British Institute of Florence, Lungarno Guicciardini 9, Firenze</p> <p>Round table organized by the Department for International Trade – British Consulate General Milan. Speakers from Burberry, Stella McCartney and Vivienne Westwood and the British designers Christopher Raeburn and Bav Tailor. By invitation only.</p>
9:30am	<p>Breakfast at KA/NOA with Patrick DEMPSEY</p> <p>Limonaia del Giardino Corsini, Via della Scala 115, Firenze</p> <p>Presentation with Patrick Dempsey and Bruno Grande. By invitation only.</p>
10:00am-7:00pm	<p>Loretta Caponi</p> <p>Loretta Caponi, Via delle Belle Donne 28r, Firenze</p> <p>Presentation of the renewed atelier and of the capsule collection "Robe de Chambre". By invitation only.</p>
from 10:30am	<p>Luisaviaroma & Naked Heart Foundation</p> <p>Luisaviaroma, Via Roma 19/21 r, Firenze</p> <p>Press conference. By invitation only.</p>
11:30am-8:00pm	<p>Collezione Roberto Casamonti</p> <p>Palazzo Bartolini Salimbeni, Piazza Santa Trinita 1, Firenze</p> <p>The collection will be extraordinarily open to visitors.</p>
4:30pm-7:30pm	<p>Distante Cashmere, Lasciart by Massimo Biagiotti, Idriss Guelai</p> <p>Distante Cashmere, Via dell'Oriuolo 47/49r, Firenze</p> <p>Cocktail party and presentation of the collection.</p>
5:00pm-8:00pm	<p>Bostonian</p> <p>Rasputin, Borgo Tegolaio 21r, Firenze</p> <p>Cocktail. By invitation only.</p>
5:00pm-8:00pm	<p>Margaret Howell</p> <p>Margaret Howell, Piazza Carlo Goldoni 5, Firenze</p> <p>Cocktail and preview of the men's Autumn Winter 2019 collection, including Barbour for Margaret Howell. By invitation only.</p>
6:00pm	<p>Emozione Pelle by Associazione Conciatori</p> <p>Palazzo Vecchio, Sala d'Arme, Piazza della Signoria 1, Firenze</p> <p>The Tuscan tanning between sustainability and talent. Duilio Giammaria moderates with the participation of Stefano Massini. By invitation only.</p>

EVENTS IN TOWN

6:00pm	<p>The True Gentleman - Made to measure Atelier Via Maggio, Via Maggio 78, Firenze</p> <p>The made to measure day of the true gentleman, in collaboration with Proraso, Blues Barber and Atelier Via Maggio. Cocktail party.</p>
6:00pm-8:00pm	<p>M o o d R o o m s The Student Hotel, Viale Spartaco Lavagnini 70-72, Firenze</p> <p>Moodboard + Room = Mood Rooms. 3 Florentine designers fiorentini transform some of the rooms at TSH through their creative vision. Feat: Eva Di Franco Timeless Clothing, AH di Arlo Haisek, Monica Albanese Project, Felipe Fiallo and J Canella Ties. Site-specific happening h 18:30.</p>
6:00pm-8:30pm	<p>Degaia Italy Degaia boutique, Via de Rondinelli 1/R, Firenze</p> <p>Love is Degaia. Preview collection S/S2019. Cocktail party and dj set.</p>
6:00pm-9:00pm	<p>Canali Palazzo Antinori, Piazza Antinori 3, Firenze</p> <p>Cocktail and presentation of the FW19 collection. By invitation only.</p>
6:00pm-9:00pm	<p>COS Cos Store, Via della Spada 1, Firenze</p> <p>Presentation of the menswear collection and cocktail.</p>
6:30pm-8:30pm	<p>Dettagli d'autore Hotel Bernini, Piazza San Firenze 29, Firenze</p> <p>The shirts by Angelo Inglese meet the Krisoviro by Giulia Bacarani cufflinks and the pasta by Raimondo Mendolia. Wine Party and Live Music. By invitation only.</p>
6:30pm-11:00pm	<p>Fondation Defustel / Repubblica della Guinea Equatoriale / Lanificio Cerruti The Student Hotel, Viale Spartaco Lavagnini 70-72, Firenze</p> <p>Charity event organized by Fondazione Defustel, supported by the State of Equatorial Guinea and Lanificio Cerruti in partnership with thePLAYERS magazine. By invitation only.</p>
7:00pm	<p>Swing Party Donkey Swing, Via del Parione 52r, Firenze</p> <p>Party in collaboration with Firenze Spettacolo, Blue Velvet, Osteria Bruciategami.</p>
from 7:00pm	<p>The Liverano&Liverano functional jackets for VBC Atelier Liverano&Liverano, Via dei Fossi 43r, Firenze</p> <p>Presentation of the items produced by Liverano&Liverano with winter functional fabric of Earth, Wind & Fire line of Vitale Barberis Canonico. Cocktail and live music by VBC Band. By invitation only.</p>
7:30pm	<p>Cuoio di Toscana Teatro Odeon, Piazza Strozzi, Firenze</p> <p>Presentation of the fashion film "Show your sole", charity project and cocktail dinner. By invitation only.</p>
7:30pm-10:00pm	<p>Levi's® Engineered Jeans™ Tepidarium del Roster, Via Vittorio Emanuele II 4, Firenze</p> <p>Cocktail party. By invitation only.</p>
8:00pm	<p>Rendez-Vous with Bruce Pask / Polimoda Polimoda, Villa Favard, Via Curtatone 1, Firenze</p> <p>Men's Fashion Director of Bergdorf Goodman and Neiman Marcus Bruce Pask kicks off the first Rendez-Vous lecture of the year. Bookings: www.polimoda.com/rendez-vous-bruce-pask/</p>

10:00am		<p>Talking Heads @Pitti Show Box / BLAMO! presents "My Time at Pitti Uomo - The Editor"</p> <p>Show Box, Fortezza da Basso</p> <p>Jeremy Kirkland in conversation with Nick Wooster.</p>
10:00am-7:00pm		<p>Slam Jam</p> <p>Museo Marino Marini, Piazza di San Pancrazio, Firenze</p> <p>Connecting tribes of like-minded people across the world for over thirty years. Exhibition with Carhartt WIP, Nike e Stussy. Free admission. Till January 14th.</p>
10:30am		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
11:00am		<p>Gaëlle Paris</p> <p>Quinte Teatro, Ground Floor, Stand 1</p> <p>Special guest at the stand Ilary Blasi.</p>
11:00am-7:00pm		<p>Diadora</p> <p>Stazione Leopolda , Viale Fratelli Rosselli 5, Firenze</p> <p>It Plays Something Else. Exhibition. Free admission.</p>
12:00pm		<p>Haculla</p> <p>Dogana, Via Valfonda 25, Firenze</p> <p>Art-Meets-Fashion. Fashion show. By invitation only.</p>
12:00pm		<p>Divisibile</p> <p>Padiglione Cavaniglia, Stand 19</p> <p>Special guests at the stand Benji&Fede.</p>
12:00pm		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
2:00pm		<p>Talking Heads @Pitti Show Box / Giampietro Baudo (Esquire Italia)</p> <p>Show Box, Fortezza da Basso</p> <p>in conversation with Raffaello Napoleone (Pitti Immagine).</p>
3:00pm		<p>Woolrich</p> <p>Area Monumentale, Sala Ottagonale</p> <p>Woolrich presents the brand evolution. Show. By invitation only.</p>
4:30pm-6:30pm		<p>646: Inception / Lanificio F.lli Cerruti in collaboration with Cad & The Dandy</p> <p>Park Box, Fortezza da Basso</p> <p>Screening of the short film and cocktail party to follow. By invitation only.</p>

THURSDAY 10/01

4:30pm-8:00pm		Collezione Automobili Lamborghini Limonaia di Villa Vittoria, Piazza Adua 1, Firenze Presentation of the FW2019/20 collection. Cocktail. By invitation only. Preview from 9:00am.
5:00pm		ALDOMARIACAMILLO_Pitti Italics Special Event Stazione Leopolda - Alcatraz, Viale Fratelli Rosselli 5, Firenze Fashion show. By invitation only.

EVENTS IN TOWN

8:30am-11:30am		Everlast FOOO a THE STUDENT HOTEL , Viale Spartaco Lavagnini 70-72, Firenze Presentation of the new "X" T.E.N. collection. Breakfast. By invitation only.
11:30am-8:00pm		Collezione Roberto Casamonti Palazzo Bartolini Salimbeni, Piazza Santa Trinita 1, Firenze The collection will be extraordinarily open to visitors.
3:00pm-6:00pm		Istituto Marangoni School of Fashion & Art Firenze presents Unboxing Barengo Istituto Marangoni School of Fashion & Art Firenze , Via de Tornabuoni 17, Firenze Special workshop with acclaimed YouTuber Federico Barengo in collaboration with i-D.
from 5:00pm		I cinque sensi Museo di Casa Martelli, Via Zannetti 8, Firenze Discover the Rococò period and its pleasures through the five senses. Guided tour. Free admission (limited places).
6:30pm		Fila Fjord Palazzo Borghese, Via Ghibellina 110, Firenze Presentation. By invitation only.





FRIDAY 11/01

10:00am		Talking Heads @Pitti Show Box / BLAMO! presents "My Time at Pitti Uomo - The Italian" Show Box, Fortezza da Basso Jeremy Kirkland in conversation with Pino Luciano (Orazio Luciano).
10:00am-7:00pm		Slam Jam Museo Marino Marini, Piazza di San Pancrazio, Firenze Connecting tribes of like-minded people across the world for over thirty years. Exhibition with Carhartt WIP, Nike e Stussy. Free admission. Till January 14th.

EVENTS IN TOWN

10:00am	<p>Guest Lecture “Buying and storytelling: the language of fashion in a concept store” / Polimoda Polimoda, Villa Favard, Via Curtatone 1, Firenze</p> <p>On the occasion of Polimoda's Open Day, the Menswear and Womenswear Buyer of 10 Corso Como Filippo Leone Maria Biraghi will hold a special lecture on fashion buying. For bookings: https://www.polimoda.com/services/welcome/open-day/</p>
11:30am-8:00pm	<p>Collezione Roberto Casamonti Palazzo Bartolini Salimbeni, Piazza Santa Trinita 1, Firenze</p> <p>The collection will be extraordinarily open to visitors.</p>
4:00pm-9:00pm	<p>MASCHIO Forum Palazzo Capponi, Lungarno Guicciardini 1, Firenze</p> <p>Fashion Business Summit specialized in men's fashion & lifestyle and a round table with 4 top ecommerce and marketing managers to discuss the “do's and don'ts” of eCommerce. Closing with Networking light dinner and cocktail. Registration on website mondomaschio.com.</p>

EVERYDAY

	<p>THE PITTI BOX: the theme of this edition</p> <p>A tribute to a characteristic common to all the Pitti Immagine fairs: to be Surprise Boxes - extraordinary receptacles of ideas and innovation to be opened and changed from season to season in order to present the latest fashion and lifestyle vibrations. The Main Forecourt of the Fortezza da Basso will become a huge covered arena dedicated to sharing – food, ideas, opportunities to relax – while other functional and amusing boxes will span the fair's geography and its pavilions. One of these boxes will be a special video-art gallery offering visitors an experience with a high energy-emotional quotient. All within a set design devised and curated by the life-styler Sergio Colantuoni.</p>
	<p>The Fashion Mailbox</p> <p>Area Monumentale, First Floor, Press Lounge</p> <p>On the occasion of the issue of the stamp dedicated to Pitti Immagine, the exhibition The Fashion Mailbox on the relationships between the world of fashion and that of stamps from the end of the XIX century to nowadays. Curated by Paolo Guglielminetti, chairmant of Centro Italiano di Filatelia Tematica, with a graphic project / installation / catalogue by Alessandro Gori, setting by Alessandro Moradei. On display more than 80 stamps.</p>
	<p>GUEST NATION PORTUGAL: a window on to the Portuguese scene</p> <p>Main Pavilion, Lower Floor, Spazio Carra</p> <p>The up-and-coming names on the Portuguese creative scene will be showcased thanks to the Fondazione Pitti Immagine Discovery's collaboration with Selective Moda/FROM PORTUGAL, a dynamic platform that turns the spotlight on the collections of some of the country's most interesting brands. In the Spazio Carra, on the lower level of the Main Pavilion. The names: CAIÁGUA, Ecolã Portugal, Hugo Costa, Ideal & co, Labuta, Nycole, Puente, Westmister.</p>
	<p>SCANDINAVIAN MANIFESTO: a focus on experimental fashion</p> <p>Arena Strozzi</p> <p>Pitti Immagine, in collaboration with Revolver Copenhagen, presents the second edition of Scandinavian Manifesto : a selection of collections by fashion designers from Denmark, Sweden and Norway. In the Arena Strozzi, a focus on menswear talents from Northern Europe immersed in a specially designed layout, as well as a project which blends sustainable fashion, art and design presented with Nordic taste and atmospheres. The names: Forét, Henrik Vibskov, Hope, Klättermusen, L'homme Rouge, Mfpen, Mucker, Newline Halo, Norse Projects, Rue De Tokyo, Schnayderman's, Soulland, Tonsure, Uniforms for the Dedicated, Unridden, Whyred.</p>



The TOKYO FASHION AWARD brings its six finalists to Touch! in the Fortezza

Padiglione Medici

The latest episode in the long series of collaborations which is the result of Pitti Immagine's agreement with the Tokyo Fashion Award. The collections of 6 up-and-coming brands from Japan selected by a prestigious jury will be visible in a dedicated space. The names: **Anei, Cinoh, Jieda, Nobuyuki Matsui, Postelegant, and Rainmaker.**



THE JAPANESE WHITE LEATHER PROJECT

Padiglione Medici

Four Japanese designers specialized in the craftsmanship of white leather - a millennial technique, practiced only in the area of Himeji for the purity of local water - present a selection of items designed for Pitti Uomo 95. **Satoshi Ezaki, Kozaburo Akasaka, Ryuki Yamaka, Ryo Midorikawa,** respectively brand designers: ED ROBERT JUDSON, KOZABURO, MARY AL TERNA and MIDORIKAWA RYO belong to the same generation and have grown under a common vision of design but design and produce in different ways.



A new and surprising brand mix for FUTURO MASCHILE

Sala delle Nazioni

Futuro Maschile, the laboratory focusing on the more evolved contemporary-classic menswear which has always been one of Pitti Uomo's most visited sections presents a new original and across-the-board brand mix. Hyper-select collections dialogue with an offering that has an experimental sportswear soul and an incursion of surprising products that are even more open to the new. An expansion of perspectives which is also testified by the new layout concept curated by Alessandro Moradei.



"Outdoor Meets Fashion, Fashion Meets Outdoor", the mantra of I GO OUT

Sala della Ronda

I GO OUT celebrates the encounter between the passion for nature-related sports and the most advanced style research. Collections that combine impeccable style and performance, function and design ambitions: products from all over the world that merge quality, functionality and design. Layout by the Andrea Caputo Studio.



High range street style is the soul of the new UNCONVENTIONAL

Archivi

UNCONVENTIONAL - the project reserved for the feistiest versions of luxury street style – enriched with new contaminations without losing its avant-garde spirit welcomes an even more experimental brand mix in a completely revamped layout by Storage Associati. A journey through exclusive collections for a hyper-contemporary gender-neutral wardrobe and projects that combine an athletic-minded dimension with a fashion attitude.



TOUCH!, "The Most Eclectic Wordrobe"

Padiglione Medici

An experimental and international approach for Touch!, one of the fair's top sections. It offers an ideal stage for cutting-edge styles.



The distinctive signature of MAKE, THE NEW MAKERS

Sala del Rondino

The hyper-refined character of MAKE is confirmed, the project that maximizes the new generation of craftspeople from around the world. Staged with a precious concept, a selection of collections and special objects in which the savoir-faire of the craftsmanship is accompanied by a contemporary allure. A "Cabinet of Curiosities" curated by the designer Angelo Figus will recreate art gallery atmospheres. Layout by Alessandro Moradei.

**Contemporary Classic: the PITTI UOMO section**

Main Pavilion

The heart of the Pitti Uomo section, the Main Pavilion portrays the evolutions of menswear and its design contaminations. From the brands that reinterpret the tailoring lesson and translate the new luxury of the men's wardrobe to collections that dialogue with the other worlds of Pitti Uomo. And alongside the companies present in the Main Pavilion, the contemporary classic universe is also developed through a series of brands that choose independent spaces inside the Fortezza.

**The POP UP STORES, a combination of lifestyles and transversal offers**

Main Pavilion

Present a transversal offering dedicated to menswear lifestyle products: eyewear, shoes, bags and travel accessories, as well as design products. A selection that is always new and surprising and which follows the latest rules of the exhibition game.

**HI BEAUTY, exclusive fragrances and beauty products**

Main Pavilion, Lower Floor

An extension of Pitti Fragranze, the Pitti Immagine fair dedicated to the world of international artistic perfumery. HI Beauty will propose an exclusive selection of international brands with their personal and ambient fragrances, body care products and research into cosmetic specialties.

**L'ALTRO UOMO, the avant-garde heart of the fair**

Arsenale + Sala dell'Arsenale

L'Altro Uomo has always defined the most progressive avant-garde stylistic proposals showcased at Pitti Uomo. Inside a layout designed by the Andrea Caputo Studio, a series of clothing and accessory collections that reflect a creativity capable of anticipating trends.

**I PLAY: The New Sportswear**

Cavaniglia

International DNA for I PLAY, the circuit created to express the mood that has pushed the envelope defining sportswear. Cast in the starring role is a style that creatively links urban lifestyles with authentic sports outfits.

**URBAN PANORAMA: metropolis' voices**

Sala della Guardia + Armeria + Fureria

The brashness of the metropolis, its style: this is Urban Panorama, a territory that is open to anyone with a thirst for freedom, a blend of biker inspiration and ethnic influences. Denim lives with its infinite interpretations. The code word is overlapping and mixing shapes, materials and styles.

**Young, Smart and Hyper- Connected: the MY FACTORY crew**

Lyceum

The always creative budding expressions of urban culture as they relate to technology, music, art and design find fertile ground in My Factory. A perfect scenario for maximizing 2.0 youth cultures and the liveliest laboratories in the urban and sportswear sector.

8:15am-2:00pm

Il Novecento per il Museo dell'Opificio delle Pietre Dure

Museo dell'Opificio delle Pietre Dure, Via degli Alfani 78, Firenze

An exhibition curated by Sandra Rossi e Annalisa Innocenti.