

# Events calendar

Tentative schedule

PITTI IMMAGINE UOMO 102 | 13 JUNE – 16 JUNE 2022

## Monday 13 June

### Histoires

TIME 06:00 PM – 08:00 PM **Palazzo Gaddi** Via del Giglio 9, Firenze

–

Cocktail. By invitation only.

Juicy Couture

### Juicy Couture & Firenze Made in Tuscany

TIME 06:30 PM **The Fusion Bar&Restaurant, Gallery Hotel Art** Vicolo dell'Oro 3, Firenze

–

SS2023 fashion show. In collaboration with Firenze Magazine. By invitation only.



### Gala Dinner Centro di Firenze per la Moda Italiana and Opening Pitti Immagine Uomo 102

TIME 08:30 PM **Palazzo Strozzi** Piazza Strozzi 1, Firenze

–

By invitation only.



### Paul&Shark X Histoires Dinner

TIME 09:30 PM **Ristorante 3 Panche, Hotel Hermitage** Vicolo Marzio, 1, Firenze

–

Dinner to celebrate the capsule collection created by Histoires boutiques and Paul&Shark. By invitation only.

## Everything Else

### Polimoda – Carpe Noctem: a celebration of talents

TIME 07:00 PM **Giardino Torrigiani** Via del Campuccio 53, Firenze

–

Final graduation show 2022. By invitation only.

## Tuesday 14 June

### Esquire

TIME 12:00 PM **Main Pavilion, Lower Floor, Cavedio**

–

Who Are We? Redefining our identities. Open talk and cocktail to follow.

## Hylink Digital Solutions

### How to reach and win the New Chinese Consumer

TIME 12:00 PM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

–

The first digital agency from China, will explore the opportunities offered by the fashion market in China, with a particular focus on engagement strategies to attract and win the new generation of consumers.

With Yuan Zou, Head of Luxury & Fashion Europe Hylink and Marta Casadei, Il Sole 24 Ore.

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## L'Impermeabile and Zerosettanta

TIME 12:30 PM – 02:30 PM Main Pavilion, Lower Floor, Stand Q14

–

Aperitivo to discover the new collection L'Impermeabile and the capsule collection Zerosettanta Studio in collaboration with Istituto Modartech students.

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Juicy Couture

## Juicy Couture

TIME 02:00 PM – 04:00 PM Cortile del Teatrino

–

Dj set with Catherine Poulain.

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## Red Sox Appeal

TIME 02:00 PM – 05:00 PM Main Pavilion, Ground Floor, Stand E16

–

Special guest at the stand Andrea Barzagli, Italian soccer player.

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## W6YZ

TIME 02:00 PM Padiglione Cavaniglia, Stand 38

–

Special guest at the stand Vittorio Brumotti, brand ambassador.

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## Husky

TIME 02:30 PM Cortile del Cavaniglia

–

Press conference by Saverio and Alessandra Moschillo.

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## Devorè Incipit

TIME 03:00 PM Main Pavilion, Lower Floor, Stand V17/19

–

Italian tailoring lands on Mars. Devorè presents Flexowaist®. Press conference.

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STILE LATINO

## Stile Latino

TIME 03:30 PM – 04:30 PM Main Pavilion, Lower Floor, Stand V5/Z4

–

Presentation of the collection with Pino Strabioli, theatre director, actor and tv host, and Vincenzo Attolini. Cocktail to follow.

Marc O'Polo  
since 1987

## Marc O'Polo

TIME 04:00 PM – 06:00 PM Padiglione delle Ghiaia, Stand 4–5

–

Garden of Sweden. Drinks & Tunes by WOLFRAM.



## Piacenza Cashmere 1733

FROM 5:00PM Main Pavilion, Lower Floor, Stand VI/ZI

–

Tasting of Cashmere Gin Made in Biella. By invitation only.



## Baldessarini

FROM 6PM Villa Corsini Via Imprunetana per Pozzolatico 116, Impruneta (FI)

–

Golf club. Fashion show SS23. By invitation only.



## Wales Bonner

### Menswear Guest Designer

TIME 06:00 PM Palazzo Medici Riccardi Via de' Ginori 2, Firenze

–

Fashion show. By invitation only.

INCOTEX  
BLUE DIVISION

## Incotex Blue Division

TIME 06:30 PM – 09:00 PM Rinascente Firenze / Terrazza Panoramica 5° piano Piazza della Repubblica 4, Firenze

–

Pierluigi Longo for Incotex Blue Division. Franciacorta Wine Bar in Rinascente terrace to celebrate the pieces of art by Pierluigi Longo, dedicated to denim collection Incotex Blue Division. By invitation only.

## UK Fashion & Textile Association

TIME 07:00 PM – 08:30 PM Terrazza Grand Hotel Baglioni Piazza dell'Unità Italiana 6, Firenze

–

Networking event for buyers, agents and press. By invitation only.



## Pantofola d'Oro

**FROM 7:01PM Flow Run** Piazza degli Strozzi 16r, Firenze

–

Cocktail party with dj set. By invitation only.



## Roy Roger's

**TIME 08:00 PM Palazzo Vecchio, Salone dei Cinquecento** Piazza della Signoria, Firenze

–

Private dinner for the mini movie Roy Roger's 70th anniversary presentation, directed by Bruce Weber, special guest. Party to follow with Planet Funk live performance. By invitation only.



## Brunello Cucinelli

**TIME 08:30 PM Serre Torrigiani** Via Gusciana 21, Firenze

–

Dinner. By invitation only.

## Everything Else

### “Le Jardin des Rêves” at TAF

**TIME 06:00 PM – 09:00 PM TAF** Via Por Santa Maria 17r, Firenze

–

TAF, a historic shop in Florence that has been making hand-embroidered linens since 1954, presents "Le Jardin des Rêves": an extraordinary linen tablecloth measuring 4 by 2 meters that required 2200 hours of work, 19,000 meters of thread, and 8 expert hands. The inspiration came during the lockdown, when the store was closed, and it is an opportunity to look back and take a leap forward. From 6pm to 9pm.

### D.A.T.E.

**TIME 06:00 PM – 09:00 PM D.A.T.E. Flagship Store** Via del Parione, Firenze

–

Flagship Store Firenze Opening. Aperitivo & Music Dj Set with Alex Neri. By invitation only.

### LuisaViaRoma x Jil Sander

**TIME 06:00 PM – 08:00 PM Terrazza LuisaViaRoma** Via Roma 21r, Firenze

–

Opening of the new store LuisaViaRoma with an installation by Jil Sander. Cocktail. By invitation only.

## Salon of Excellence

TIME 06:00 PM – 08:00 PM **Aria Art Gallery** Borgo Santi Apostoli 40r, Firenze

–

Top craftsmen, contemporary art & fine DeGorsi Gin cocktails! With Chiaia Napoli, Maison Siniscalchi, Antica Barbieria Colla, Alberto Voglio. Viola Milano Casa world premiere. Guest of honor Ignatious Joseph. DeGorsi Earl Grey Gin cocktails to follow. By invitation only.

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## Cuoio di Toscana

TIME 06:30 PM – 09:30 PM **The Place Firenze** Piazza Santa Maria Novella 7, Firenze

–

Unveil the new "Green" Project. Live performance by Michele Bravi. By invitation only.

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## Scarosso

TIME 06:30 PM – 09:00 PM **Harry's Bar the Garden** Via Il Prato 42, Firenze

–

Scarosso & Friends Cocktail Party. By invitation only.

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## Sustainable Feelings

FROM 6:30PM **Intertek Maison** via di Stagno 17, Lastra a Signa (FI)

–

Opening of the exhibition by Michela Finaurini, Textile Creative Director. A project by Intertek Maison. 14–17 June from 5pm to 9pm. From June 18 open by appointment.

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## Superga x Emily Ratajkowski

FROM 9PM **La Loggia di Piazzale Michelangelo** Piazzale Michelangelo 1, Firenze

–

Superga celebrates the collaboration with the brand ambassador Emily Ratajkowski. Party and dj set. By invitation only.

## Wednesday 15 June

CRAFT

### Craft

TIME 06:30 AM **Lo Studiolo** Via S. Spirito 27, Firenze

–

The Secret Morning Run by Craft.

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## Bagutta

TIME 08:30 AM – 11:30 AM **Terrazza uffici Pitti Immagine** Via Faenza 111, Firenze

–

Presentation of the new collection men/women SS 2023. By invitation only.

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## Sapio Special Project

TIME 10:00 AM **Galleria Discovery** Via Faenza 113, Firenze

–

Fashion presentation. By invitation only.

On display from June 14 to 17.



## Armata di Mare

TIME 11:00 AM – 04:00 PM **Main Pavilion, Ground Floor, Stand H24**

–

The street artist Giovanna Colomba decorates live two parka jackets camouflage. Usually symbol of war, they will become symbol of peace. The money gained from the sale will be donated to support Ukranian kids.



## HandPicked

TIME 11:00 AM – 01:00 PM **Main Pavilion, Lower Floor, Stand R18/20**

–

Special guest at the stand Ignazio Moser.

## Johnny Lambs

TIME 11:00 AM – 01:00 PM **Main Pavilion, Ground Floor, Stand I13/J14**

–

Have a nice day with Johnny Lambs! Press preview for the relaunch of the brand. Light lunch. By invitation only.



## Myths

TIME 11:00 AM – 12:00 PM **Main Pavilion, Top Floor, Stand I14-16**

–

presents a limited edition capsule design signed by the duo Spalvieri & Del Ciotto. Cocktail.



## Navigare

TIME 11:00 AM – 01:00 PM **Main Pavilion, Ground Floor, Stand H16**

–

Special guests at the stand Brand Ambassador Massimiliano Rosolino and Andrea Casalino. Cocktail. By invitation only.

## Presentazione del libro Scent of Tailoring Vol.2 – The British and French Jacket: a comparative review

TIME 11:00 AM **UniCredit Theatre, Sala della Scherma, Fortezza da Basso**

–

With the author Fabio Attanasio.  
Powered by Vitale Barberis Canonico.



## Santaniello

TIME 11:30 AM Main Pavilion, Top Floor, Stand D5-7

–

Presentation of the new Metaverse Showroom, created by Studio FDI Degli Innocenti.



## U.S. Polo Assn.

TIME 11:30 AM Padiglione Cavaniglia, Stand 24

–

Talk between President and CEO of USPA Global Licensing J. Michael Prince, INCOM CEO Lorenzo Nencini, Alessandro Giachetti, coordinator of the Polo department in FISE (Italian Equestrian Sports Federation), and Stefano Giansanti, captain of the Italian National Polo team.

ECOALF

## Ecoalf

TIME 12:00 PM Padiglione delle Ghiaie, Stand 2-3

–

Presentation of the collection and of the project UTO Upcycling the Oceans of the Fondazione Ecoalf. With Javier Goyeneche, Founder and President Ecoalf.



## Web3 & The Metaverse:

### A new era of Brand engagement

TIME 12:00 PM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

–

Tommaso Nervegna, Metaverse Strategy Lead Accenture Song introduces the metaverse theme and new customers behaviours. Pitti Immagine in collaboration with ACCENTURE SONG.



## Tombolini

TIME 01:00 PM – 03:00 PM Main Pavilion, Lower Floor, Stand S2-6

–

Tombolini Fair Play. Silvio Calvigioni Tombolini meets the press. Light lunch.



## Keeling & Clean Color

TIME 02:00 PM Padiglione Cavaniglia, Stand 7

–

Sealand International announces the debut of Keeling – Indian Ocean brand Spring Summer 2023 beachwear collection and introduces Clean Color, sustainable textile dyeing technology.



## W6YZ

TIME 02:00 PM Padiglione Cavaniglia, Stand 38

–

Special guest at the stand Serena Enardu for the presentation of the capsule collection.



## Ukranian Fashion Now!

TIME 02:30 PM Arsenale, First Floor

–

Mett&Greet the brands: Bobkova, Gudu, Gunia, Guzema, Katerina Kvit, Litkovskaya, Manufacture De Lin, Oberig, Poustovit, Viktoranisimov, Yulia Yefimtchuk.  
Photographic exhibition by Synchronodogs. Cocktail.

## Conversation:

### The "NEW NORMAL" as pertaining to menswear post COVID

TIME 03:00 PM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

–

With Alessandro Squarzi (Founder and Creative Director, Fortela), Isao Kato (CEO, Cento Trenta & D-te Shoes), Gianluca Cantaro (Editor At Large, Modern Media Group). Hosted by Karl-Edwin Guerre (No Chaser Magazine).

ROLF EKROTH

## Rolf Ekroth

TIME 03:00 PM Pitti Connect

–

Video première.



## S|Style

TIME 03:30 PM Padiglione Medici

–

Designers presentation.

With: BENNU, Connor McKnight, Curious Grid, Dhruv Kapoor, Junk, Margn, MAXIME, Mworks, Philip Huang, Waste Yarn Project. A project curated by Giorgia Cantarini.

CARL FRIEDRIK

## Carl Friedrik

TIME 04:00 PM – 06:00 PM Main Pavilion, Top Floor, Stand J10

–

Meet & greet with Carl Friedrik's co-founder.



## North Sails x Maserati collection

FROM 4:00PM Padiglione delle Ghiaia, Stand 6

–

Presentation of the capsule collection. Cocktail to follow. By invitation only.

DUNO

## Duno

TIME 04:30 PM – 06:30 PM Costruzioni Lorenesi, Ground Floor, Stand 2

–

AperiDUNO.





**Ann Demeulemeester**

**Guest of Honour**

**TIME 06:00 PM – 09:00 PM** **Stazione Leopolda** Viale Fratelli Rosselli 5, Firenze

–

Exhibition opening. By invitation only.



**Brunello Cucinelli**

**TIME 06:00 PM – 08:00 PM** **Brunello Cucinelli** Piazza degli Antinori 10r, Firenze

–

Opening of the new shop. Cocktail & live music.

**MATE.**

**Mate**

**TIME 06:00 PM – 08:00 PM** **Terrazza LuisaViaRoma** Via Roma 21r, Firenze

–

Presentation of the collaboration between LVR X MATE BIKE. Cocktail. By invitation only.

**WOLF**

**WOLF**

**TIME 06:30 PM – 09:30 PM** **Harry's Bar the Garden** Via Il Prato 42, Firenze

–

WMBrown Negroni Cocktail. By invitation only.

**DISTRETTO**

**Distretto12**

**TIME 07:00 PM – 09:00 PM** **Sabor Cubano** Via Sant'Antonino 64r, Firenze

–

Aperidinner. By invitation only.



**Doria 1905 and Acqua Dell'Elba**

**FROM 7:30PM** **Acqua Dell'Elba boutique** Via Dei Calzaiuoli 45/r, Firenze

–

Doria 1905 sails with Acqua Dell'Elba in Florence. Presentation of the capsule collection inspired by the essence of the sea, born from the co-branding between Doria 1905 and Acqua Dell'Elba. Cocktail. By invitation only.



**Martin Zelo**

**FROM 7:30PM** **Sophia Loren Restaurant** Via dei Brunelleschi 11, Firenze

–

Drinks & snacks with Alessandro Spisso dj set. Presentation new SS23 collection. By invitation only.



## Perdersi in quattro itinerari di gusto

**TIME 07:30 PM – 09:30 PM Palazzo Strozzi** Piazza Strozzi, Firenze

–

Aperitivo with the chefs Iginio Massari (Iginio Massari Alta Pasticceria), Riccardo Mondo (Enoteca Pinchiorri), Filippo Saporito (La Leggenda dei Frati) and Marco Stabile (Ora d'Aria). In collaboration with Camera di Commercio di Firenze. Su invito.



## Soulland Special Project

**TIME 07:30 PM Cavea del Teatro del Maggio Musicale Fiorentino** Piazza Vittorio Gui 1, Firenze

–

Fashion show. By invitation only.



## Zeroseventy and L'impermeabile

**TIME 08:00 PM Monna Caterina Wine Resort** via Lamporecchiana 143, Vinci (FI)

–

Party dinner. By invitation only.

ANTONY MORATO

## Antony Morato

**TIME 10:01 PM Teatro Odeon Firenze** Piazza degli Strozzi 2, Firenze

–

15th Anniversary party with dj set Davide Squillace, Special Guest. By invitation only.

## Everything Else

## Guest Lecture: Letters from the Void

**TIME 11:30 AM Polimoda, Villa Favard, Aula Magna** Via Curtatone 1, Firenze

–

Ibrahim Mahama and Francesco Bonami. By invitation only.

## My lights and shadows

**TIME 11:30 AM Gallery Hotel Art** Vicolo dell'Oro 5, Firenze

–

Press presentation of the book by Alan Gelati. By invitation only.

Photographic exhibition on display till July 20.

## LuisaViaRoma & Outpump present SNKRS\_FASHION.INDEX

**TIME 03:30 PM Terrazza LuisaViaRoma** Via Roma 21r, Firenze

–

A conversation on the relationship between high fashion and sneakers. Private talk. By invitation only.

## MyID Open Studio

TIME 05:00 PM – 09:00 PM **MyID store** Via del Moro 58r, Firenze

–

Opening of the exhibition by Riccardo Burchielli *B.art.*

Presentation of the collections by Interstellar Dudes and My Mother Is a Biker.

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## “Le Jardin des Rêves” at TAF

TIME 06:00 PM – 09:00 PM **TAF** Via Por Santa Maria 17r, Firenze

–

TAF, a historic shop in Florence that has been making hand-embroidered linens since 1954, presents "Le Jardin des Rêves": an extraordinary linen tablecloth measuring 4 by 2 meters that required 2200 hours of work, 19,000 meters of thread, and 8 expert hands. The inspiration came during the lockdown, when the store was closed, and it is an opportunity to look back and take a leap forward. From 6pm to 9pm.

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## Add

TIME 06:00 PM – 10:30 PM **Loft** Piazza del Carmine 2, Firenze

–

Cocktail party and presentation of the collection. By invitation only.

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## Gianni Lupo Ethno Folk party

TIME 06:00 PM – 11:00 PM **Angel Rooftop, Hotel Calimala** Via Calimala 5, Firenze

–

Fashion show SS2023 Gianni Lupo and Double Label. By invitation only.

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## IXOS X

TIME 06:00 PM – 08:00 PM Via de' Tosinghi 14r, Firenze

–

Launch cocktail and dj set.

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## Il Bisonte

TIME 06:00 PM – 09:00 PM **Orti Dipinti** Borgo Pinti 76, Firenze

–

Cocktail. By invitation only.

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## Primate Collection SS23

TIME 06:00 PM **Galleria del Palazzo – Coveri** Lungarno Guicciardini 19, Firenze

–

Opening of the exhibition by Simone Fugazzotto, curated by Luca Beatrice. Cocktail. By invitation only. On display till October 13.

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## Mauna Kea

TIME 07:00 PM – 11:00 PM **Cibrèo Ristorante, Helvetia & Bristol** Via de' Vecchietti 5, Firenze

–

Presentation of the capsule collection created with NBA basket player Jaren Jackson Junior. Cocktail and dj set. By invitation only.

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## IED – Reflect

FROM 8PM **Piazza Ognissanti, Firenze** Piazza Ognissanti, Firenze

–

Presentation of the capsule collections by IED students. By invitation only.

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## Istituto Marangoni – Everywhere, here, nowhere

TIME 09:30 PM **Museo Marino Marini** Piazza San Pancrazio, Firenze

–

Presentation of the projects by Best Fashion Designer & Multimedia Artist. By invitation only.

## Thursday 16 June

### Fashion goes digital: blockchain and e-commerce services provided by ITA – Italian Trade Agency

TIME 10:00 AM **UniCredit Theatre, Sala della Scherma, Fortezza da Basso**

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ITA promotes and protects brands on digital channels abroad.

The main topics are: the e-commerce agreements signed with the major international online platforms to promote Made in Italy, and the blockchain service, which allows Italian companies to trace their supply chain in a secure and immutable manner.

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ANK  
MOSHIONS

## Moshions

TIME 04:30 PM **Villa Romana** Via Senese 68, Firenze

–

Imandwa Zose Collection fashion experience. By invitation only.



## Doria 1905

TIME 07:00 PM – 09:00 PM **Hotel Bernini** Piazza San Firenze 29, Firenze

–

RE-GREEN, the second life of Made in Italy. Circular fashion revolution: sustainable hats by Doria 1905 and the capsule collection E-Motion by Giorgia Schvili. Cocktail. By invitation only.

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Everything Else
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## “Le Jardin des Rêves” at TAF

TIME 06:00 PM – 09:00 PM TAF Via Por Santa Maria 17r, Firenze

–

TAF, a historic shop in Florence that has been making hand-embroidered linens since 1954, presents “Le Jardin des Rêves”: an extraordinary linen tablecloth measuring 4 by 2 meters that required 2200 hours of work, 19,000 meters of thread, and 8 expert hands. The inspiration came during the lockdown, when the store was closed, and it is an opportunity to look back and take a leap forward. From 6pm to 9pm.

## All Gone & New Balance event X SOTF

FROM 6:00PM SOTF via de' Tornabuoni 17R, Firenze

–

Official book launch//Book signing with the author Michael Dupouy//Special New Balance Sneakers drop.

## Gucci

FROM 7PM Giardino 25 Piazza della Signoria 37, Firenze

–

Presentation of the all-day café and cocktail bar Giardino 25. Special Guest: Giorgio Bargiani, Assistant Director of Mixology, The Connaught Bar, London. Cocktail by invitation only.

## MANINTOWN Special Event

TIME 07:00 PM – 11:00 PM Palazzo San Niccolò Via di San Niccolò 79, Firenze

–

Featuring Bruno Bordese, Palladium, Ten Minutes to Moon, Tiziano Guardini, Vagabond. Music & Dj set by Bruno Bordese. Cocktail party. By invitation only.

## Worth A Visit



### PITTI \_ ISLAND

#### The new theme of the Pitti Immagine summer fairs

–

An island as a point of reference, a fixed spot, a physical and interior place but, above all, a point of encounter and debate.

PITTI \_ ISLAND is a concept presented in all the communication (adv, video, social) curated by the creative director Angelo Figus and by Narènte, Lucio Aru and Franco Erre who have been entrusted with the whole visual part. A production that also heavily characterizes the layouts at the Fortezza da Basso, followed by architect Alessandro Moradei.



## FANTASTIC CLASSIC

### Male elegance renews its style and perspectives

Main Pavilion, Teatrino Lorenese, Giardino del Glicine

—

Storytelling about the excellences of international menswear. A formula of male elegance that transmits good taste and culture for an impeccable wardrobe. From British tailoring to Italian savoir faire featuring the companies that have ensured the fame of Made in Italy all over the world. From the passion for quality craftsmanship to high performance details and day to day urban outfits. The formal element guides us through contemporary contaminations: tradition and experimentation, classic codes and individual choice, timeless themes and new lifestyle products.



## FUTURO MASCHILE

### Menswear & lifestyle, a winning duo

Main Pavilion, Top Floor

—

A journey through the increasingly mindful and sophisticated evolutions of contemporary menswear. A relaxed elegance will be showcased that looks beyond the formal. Another protagonist of Futuro Maschile will be a crossover proposal reserved for lifestyles, from accessories to home design, created with the innovative wholesale platform **NAMES**.



## DYNAMIC ATTITUDE

### New performances for street and outdoor styles

Padiglione Cavaniglia, Padiglione delle Ghiaia, Cortile del Teatrino, Piazzale delle Ghiaia, Area Monumentale, Costruzioni Lorenese, C

—

A world that connects the rhythms of the metropolis to authentic sports outfits. The territory of urban styles, the outdoors and the performance of the materials. Freedom and comfort become mantras to be translated into garments with a technological soul. From jackets and coats in special fibers for daily dynamism to multitask new concept eco-friendly accessories.



## SUPERSTYLING

### Ground-breaking menswear

Padiglione Medici, Arsenale

—

The place where stylistic research meets individual taste and projects it in a forward direction. Brands with an international signature, capable of mixing tradition and pure experimentation. A constantly transforming ground-breaking vision that intercepts new expressive emergencies. Metropolitan tribes and subcultures inspire gender neutral sizes and no-season garments as well as collections that anticipate trends. Plus, proposals that back the values of eco-sustainability and cultural contamination.



## **S|STYLE sustainable style**

**Padiglione Medici**

–

The Fondazione Pitti Discovery exhibition project – with the support of UniCredit – curated by fashion journalist Giorgia Cantarini which, at every new edition, presents the precise scouting work carried out among the latest young entities and the coolest designers that create and produce in accordance with eco-responsible criteria.

## **The installation ICEBREAKERS II – “ANSWER WITH A QUESTION”**

**Main Pavilion, Top Floor**

–

Presented by The NFContainer Project 2022 and Manifattura Tabacchi team, curated by Linda Loppa. Part of ICEBREAKERS II: it starts from an urgency: each container represents a conceptual space where to pose a question. Today, statements must be sharp as time is running. Fashion and the Fashion industry is not asking the right questions and therefore not giving answers. We, the NFC-team are therefore challenging you to become radical. Don't be afraid of pushing the borders of your comfort zone!



## **SCANDINAVIAN MANIFESTO**

**Costruzione Lorenesi, Ground Floor**

–

The innovation that arrives from the Nordic fashion scene finds a space in the Scandinavian Manifesto exhibition project, one of Pitti Immagine's principal and most established international collaborations. Once again at this edition, a selection of collections designed by reference brands and up-and-coming fashion designers from Denmark, Sweden and Norway, renew the partnership between Pitti Uomo and Revolver Copenhagen, the fair platform for Scandinavian fashion brands.



## **Ukrainian Fashion Now! 12 designers you need to know**

**Arsenale, First Floor**

–

The Fondazione Pitti Discovery has always been an observatory on the new protagonists of the international fashion scene, but it is also a seismograph that registers changes, trends, needs. And now, more than ever, inclusivity, dialogue, hospitality and solidarity are necessary values. For this reason, one of the special projects is dedicated to a selection of Ukrainian fashion designers who have been invited to Florence to present their collections

Everything Else

## Schema 50

### Una galleria fra le neo-avanguardie (1972-1994)

Centro per l'arte contemporanea Luigi Pecci | Viale della Repubblica 277, Prato

–

An exhibition curated by Stefano Pezzato, in collaboration with Raul Dominguez.

Supervisor and researcher Desdemona Ventroni.

Produced by Centro Pecci and CID/Arti Visive on the occasion of the 50th anniversary of Fondazione

Galleria Scherma,

June 11th – October 9, 2022.

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## Namsal Siedlecki. Mvah Cha

Cassero di Prato | Via Cassero 6, Prato

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An exhibition curated by Camilla Mozzato.

June 11th – August 28th, 2022.

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Last update 06-05-2024