



Modateca Deanna brings to Pitti Filati its extraordinary archives: at this edition the protagonist is the knitwear experimentation of Pour Toi

Pitti Filati continues the collaboration with Modateca Deanna that aims to celebrate the excellences in Italian knitted goods through the extraordinary archives of Miss Deanna, the historic knitwear company which has collaborated with the biggest international fashion designers since the 1970s until 2000s.

At this edition a special layout located in the Main Pavilion of the Fortezza da Basso showcases the knitwear collections of **Pour Toi**, one of the most innovative knitted goods brands of the 1980s. On stage, a meticulous selection of garments created by the Italian architect and art director, Luca Coelli, and by the American artist and embroiderer, Sam Rey.

Furthermore, on **Wednesday, June 26th** (11.00 am, Meeting Room - Fortezza da Basso Monumental Area), a special talk will be held between **Deanna Ferretti** (the founder of Modateca Deanna) and the journalist **Daniela Fedi**, a great connoisseur of Pour Toi and friend of its creators.

Sam Rey and Luca Coelli Biography

Sam Rey was born in San Antonio in Texas, and from there he left to see the world and in particular Europe. He initially moved to the Netherlands, where he began to embroider chairs. His approach to design is so original that his works are exhibited also at the Stedelijk Museum in Amsterdam. He then moved to Milan where he met Luca Coelli, a new graduate in architecture who worked as an art director for several magazines.

Together they decided to develop a small collection of sixteen knitwear garments, named Yoko. They choose knitwear because at the time "everyone used to work with fabric and there was an enormous potential for knitwear".

In 1982, Deanna Ferretti, owner of the historic Miss Deanna knitwear company, noticed their sweaters in Joseph's London store and offered them a collaboration. A love at first sight, from which the Pour Toi brand is born.

"Miss Deanna called us and we immediately signed a contract. The best part is that she didn't want to work with designers. And we wanted to do fashion, but we were not really stylists. We want to see our Pour Toi in the streets".

Immediately a perfect creative team is born, which interprets knitwear with a fresh, sophisticated and new spirit, characterized by advanced technical research.

"We work knitwear as a technological project, we study the pieces that can be sold and dissolved quickly, characterized by essential shapes, an optical effect evident even in printed."

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Pitti Immagine srl
Via Faenza, 111 - 50123 Firenze
T +39 055 369 31
F +39 055 369 32 00
www.pittimmagine.com