



PITTI IMMAGINE W

**Maison Kitsuné
Womenswear Guest Designer
at Pitti W n. 11
(Firenze, 8-11 January 2013)**

Maison Kitsuné will be the Womenswear Guest Designer at the eleventh edition of Pitti W, taking place in Florence concomitantly with Pitti Uomo 83, from the 8th to the 11th of January 2013.

“French music producer Gildas Loaëc and Japanese architect Masaya Kuroki created Kitsuné (fox in Japanese), a project in which fashion and music provide the inspiration and the attraction – performance and product define and explain each other”, says Lapo Cianchi, the Pitti Immagine Communications and Events Director.

“During the first conversation with Gildas Loaëc and Masaya Kuroki a couple of weeks ago”, Mr. Cianchi goes on to say, “we ended up talking almost exclusively about the kind of atmosphere they would like to create in Florence for the premiere showing of their women’s collection. It will be a powerful event: for Maison Kitsuné fashion and music express a single, eclectic and highly rhythmic creative project. We didn’t ask them anything about the collection, but we are well acquainted with what they have done up to now: fresh clothes in fine fabrics, with expert tailoring and details, a cool and modern luxe and we are certain that also this collection will be as always chic and contemporary”.

“We would like to thank Pitti Immagine for this invitation”, say Gildas Loaëc and Masaya Kuroki. “We are happy to be able to present our womenswear collection in Florence, at an occasion that has become a must on the fashion calendar. For Maison Kitsuné, it will be the first official womenswear presentation and we are excited to have the opportunity to let others discover a collection that combines modernity with the demand for craftsmanship and quality”.

Milan, 9 November 2012

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