

**PITTI
IMMAGINE**

LOVES

MINI

MINI

PITTI IMMAGINE LOVES MINI MINI JOINS PITTI IMMAGINE

Pitti Imagine and Mini come together for the first time with a series of joint projects for 2015: with a focus on young designers, the most original lifestyle trends and urban culture.

A collaboration that will be showcased at the Pitti fairs (and not just there!)

On **Monday 15 December**, at the offices of BMW Italia in San Donato Milanese, Sergio Solero – President and CEO of BMW Italia, and Raffaello Napoleone – CEO of Pitti Imagine, signed a **special agreement** linking **MINI** and **PITTI IMMAGINE** together in order to realize promotional activities and joint projects in 2015.

The signing of this agreement marks the launch of a new creative association between two worlds, that of **MINI** and the **PITTI IMMAGINE** fairs and events. They both share common values and objectives linked to a lifestyle approach that is characterized by innovation and highly unconventional choices.

“We are very pleased to announce this new partnership”, declared Raffaello Napoleone, “and honored to be able to associate our brand and world with that of MINI and their premium cars. In constructing this project, right from the start we recognized that we both had very similar principles: the maximization of tradition accompanied by an ongoing passion for innovation; an ability to anticipate new trends and represent them in original and unconventional ways; a love of quality and attention to detail; freshness and a solid dose of glam.. Together with MINI we will realize a series of projects in which the lifestyle dimension will be one of the essential features and storytelling the keyword for ensuring the involvement and participation of our public. The MINI world’s community of customers and enthusiasts truly has a lot in common with the Pitti People: it is full of energy, feeds on urban culture and loves decisive choices, not just in terms of fashion”.

In 2015 the partnership between **MINI** and **PITTI IMMAGINE** will revolve around the two editions of Pitti Imagine Uomo, in January and June, as well as the Taste and Fragranze fairs. MINI’s participation at the next edition of **Pitti Uomo** – scheduled to be held in **Florence from 13- 16 January 2015** – will be focused in particular on



projects dedicated to young up-and-coming brands and the most innovative trends in contemporary men's fashion, a synergy which will subsequently be extended to important international design events.

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