



**PITTI
IMMAGINE**



Camera Nazionale della Moda Italiana

Join Statement by the Camera Nazionale della Moda Italiana and Pitti Immagine Concerning the New International Calendar of Men's Fashion Fairs

The Camera Nazionale della Moda Italiana and Pitti Immagine are completely satisfied with the outcome of the discussions and the cooperation with the Chambre Syndicale de la Mode Masculine regarding the winter calendar of men's fashion fairs. Starting in 2015 we shall once again have a sequence of events in Florence, Milan, and Paris that upholds two fundamental principles: having the series of events begin at an appropriate time after the Christmas holidays, and confirming that each trade fair always begin on the same day of the week.

"This is a very positive decision", says Mario Boselli, president of CNMI. "It will bring order to the international men's fashion calendar and thus will facilitate tasks of the members of the trade, especially the top buyers from outside Europe. The French organizers agreed with the Italian system's reasons that were excellently presented thanks to our fine teamwork with Pitti Immagine, proving that there is indeed an harmonious European network which understands the needs of the international market. I would like to take this opportunity to wish the new board of the Chambre Syndicale every success for the future".

"We are very pleased with these results", adds Gaetano Marzotto, president of Pitti Immagine. "We worked on this for months with the Camera, and with the strong support of the Centro di Firenze per la Moda Italiana and the Sistema Moda Italia. After this demonstration of consistency on the part of our French colleagues, for whom we have the greatest respect, we still have to reach an agreement with the British Fashion Council to avoid the interference between London Collection Men and Pitti Immagine Uomo. Now there is room on the calendar and I trust in their good sense: the two-day overlap last January had a negative impact on everyone".

And here is the new winter calendar for the next three years:

2015

Pitti Immagine Uomo	13-16 January
Milano Moda Uomo	17-20 January
Paris Men's Fashion Week	21-25 January

2016

Pitti Immagine Uomo	12-15 January
Milano Moda Uomo	16-19 January
Paris Men's Fashion Week	20-24 January

2017

Pitti Immagine Uomo	10-13 January
Milano Moda Uomo	14-17 January
Paris Men's Fashion Week	18-22 January

**Milan/Florence
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