

MONDAY 09/01

6:00pm-9:30pm



Fashion in Florence through the lens of Archivio Foto Locchi

Palazzo Pitti, Piazza de' Pitti 1, Firenze

Opening. On display 100 extremely rare photographs ranging from the 1930s to the 1970 which tell the story of fashion in Florence.

OTHER EVENTS

3:00pm-6:00pm

Istituto Marangoni

Istituto Marangoni, Via de Tornabuoni 17, Firenze

Press conference and presentation of the short movie "Niente per Caso" produced by Cuoio di Toscana.

8:00pm

Luisaviaroma Firenze4Ever

Teatro Odeon, Piazza Strozzi, Firenze

Gala Dinner (h.8.00pm) and Party (h. 11.00pm). By invitation only.

TUESDAY 10/01

9:00am-6:00pm

The Wool Book

Villa Vittoria, Sala Belvedere, Piazza Adua 1, Firenze

Fashion Illustrated presents The Wool Book and the exhibition "Lana". Welcome coffee - light breakfast.

10:00am-9:00pm

Shake it / Shape & Share

IED Florence, Via Bufalini 6 r, Firenze

Installation by the students of the IED fashion schools, curated by Giovanni Ottonello, Art Director IED, with the brands: Devon & Devon, D.A.T.E., SuperDuperHats e Silvio Fiorello. On display till January 12.

10:30am



Inaugurazione Pitti Immagine Uomo 91

Palazzo Vecchio, Sala d'Arme, Piazza della Signoria 1, Firenze

Official opening ceremony of Pitti Immagine Uomo 91. Pitti Immagine Uomo award. By invitation only.

11:00am

Malloni

Arsenale, Ground Floor, Stand 24

Mixologia - Sound in Headphones. Silent dj set by Seven People. Repeated at 1:00pm and 3:00pm.

12:00pm-1:00pm

Two Men in The World / Two Women in the World

Magazzino 02, Stand 2


Jam session and presentation of the new FW 16/17 collection. On repeat also on 11 and 12/01, also from 3pm to 4pm.


12:00pm-1:30pm


Roy Roger's + Liverano & Liverano Sartoria Firenze

Central Pavilion, Ground Floor, Stand K1-3/L1-2

Presentation of the first tailored jeans made in Florence, created by the tailor-made tradition of Liverano and the innovative and contemporary attitude of Roy Roger's.

12:00pm-2:30pm	Antica Barbieria Colla Make, Stand 26 Presentation of the grooming products, demonstration and test of the traditional barber shop treatments.
12:00pm-4:00pm	Manuel Ritz Central Pavilion, Ground Floor, Stand A2-3/B3-5 Made of moments: A Manuel Ritz film by Elisa Fuksas. Film screening and meet&greet with the director.
12:30pm-2:30pm	Millennial taste. Traveling inquiries into the new tribes of fashion on-the-go among the invited brands' stands Editoriale News3.0 Group presents, in collaboration with Pitti Immagine, the second edition of the "on the go" Convention. At this edition, the theme will focus on Millennials in their dual role of influencer and consumer. A debate - brainchild of Fabiana Giacomotti - on the role of fashion.
2:00pm	Asics Tiger Cavaniglia, Stand 22 Special guest at the stand rapper Raige.
2:00pm	Larusmiani Area Monumentale, Sala Riunioni, First Floor LARUSMIANI presents "A Knife Life ", a film by Gianluca Migliarotti. The movie celebrates Mr. Lorenzi's (Coltelleria Lorenzi) love for his job and the essential role of his wife Edda. Screening in loop till 3.00pm. By invitation only.
2:00pm	Tommy Hilfiger Sala Ottagonale Special guest at the stand the designer Tommy Hilfiger with the international celebs: Anwar Hadid, Lucky Blue Smith, Rafferty Law, Gabriel Kane Lewis, Presley Gerber.
2:00pm-4:00pm	Diadora Cavaniglia, Stand 2 Special guest at the stand Roberto Baggio.
2:00pm-4:00pm	Mauna Kea Arena Strozzi, Stand A31 Press presentation of the Heritage Pile Capsule, FW2017-18 collection.
3:00pm	Armata di Mare Central Pavilion, Ground Floor, Stand H24 Armata di Mare talk show: special guests at the stand Massimo Cortesi (ceo), some players from Pescara Calcio with thier coach Massimo Oddo and president Daniele Sebastiani. Sponsor of the event the journalist and tv presenter Diletta Leotta.
3:00pm	 The Latest Fashion Buzz Piazzale delle Ghiaia, Spazio MINI Cocktail and winner announcement.

3:00pm-5:00pm	Double Excess Lyceum, First Floor, Stand 56 Special guest at the stand the artist Clair Thompson with a Live Coloring performance.
3:30pm	Boy London Quinte Teatro, Ground Floor Special guests at the stand Fabio Collorichio and Nicole Mazzocato from tv show "Uomini e Donne".
4:30pm-6:30pm	Blauer Padiglione delle Ghiaia, Stand 6 Cocktail Blauercubexperience.
5:00pm-7:00pm	 Special Event @ Pitti Uomo: Due o tre cose che so di Ciro Palazzo Gerini, Via Ricasoli 42, Firenze [Two Or Three Things I Know About Ciro]. A tribute to Ciro Paone, the founder and soul of Kiton. Project by Angelo Flaccavento. Opening by invitation only.
5:30pm-7:30pm	Dialoghi della Barba-Beard Dialogues Limonaia di Villa Vittoria, Piazza Adua 1, Firenze Talk-event organized by Dlui / La Repubblica, the brainchild of the journalist and creator of the Serra&Fonseca/BeABeard brand, Giovanna Zucconi. Also with the participation of Simone Marchetti, Saturnino, Giovanni Gastel and Mario Calabresi.
6:00pm-8:00pm	Tommy Hilfiger Palazzo Corsini, Lungarno Corsini 10, Firenze Tommy Hilfiger exclusively presents Fall 2017 Hilfiger Edition collection. By invitation only.
6:00pm-9:00pm	Sutor Mantellassi Palazzo Gianfigliuzzi Bonaparte, Lungarno Corsini 4, Firenze Opening of the exhibition Characters, a series of portraits made by the artist Ruediger Glatz. By invitation only. Open to public on January 11-12-13.
6:00pm-9:00pm	Levi's Made & Crafted and Societe Anonyme Société Anonyme, Via Giovan Battista Niccolini 3F, Firenze Presentation of the new SS2017 collection. Cocktail, Live Music and dj set.
6:30pm-8:30pm	Locman Locman, Via de' Tornabuoni 76r, Firenze Cocktail. By invitation only.
6:30pm-9:00pm	Berwich Mercato Centrale, First Floor, Via dell'Ariento, Firenze Cocktail. By invitation only.
6:45pm	Shaft Jeans Cantina da Verrazzano, Via de' Tavolini 18r, Firenze Cocktail presentation for the new collection. By invitation only.

7:00pm-9:00pm	 Special Project @ Pitti Uomo: Golden Goose Deluxe Brand Stazione Leopolda , Viale Fratelli Rosselli 5, Firenze Performance. By invitation only.
7:30pm-10:00pm	L'Uomo Vogue + New Balance Palazzo Strozzi, Piazza Strozzi, Firenze 247 Iconic Numbers for Iconic Attitudes. Cocktail. By invitation only.
8:00pm	Riders Party Chiesetta dei Serragli, Via dei Serragli 51, Firenze Riders, the magazine about motorcycle and fashion, hosts a party with its motorcycle's fellows. Performances of bikes and mosquitos. Aperitif - dinner and dj set by Nicola Zucchi to follow. By invitation only.
8:15pm	Don Giovanni - Fornasetti Teatro della Pergola, Via della Pergola 30, Firenze Rediscovering the original version of "Don Giovanni" with the set design by Fornasetti and costumes by Romeo Gigli. Tickets on sale clicking here .
8:30pm	Brunello Cucinelli Serre Torrigiani, Via Gusciana 21, Firenze Dinner. By invitation only.
from 9:30pm	Clarks Originals La Ménagère, Via de Ginori 8r, Firenze The World Needs Originals. An evening party with an exclusive live performance celebrating the launch of Clarks Originals Autumn Winter 2017 collection. By invitation only.
from 11:30pm	Urban Magazine Club 21, Via dei Cimatori 13r, Firenze Party. Special guest Mr Ties DeeJay. In collaboration with Tropical Animals. By invitation only.

OTHER EVENTS



5:30pm-8:30pm	Rifle Jeans Hotel Garibaldi Blu, Piazza Santa Maria Novella 21, Firenze ICE BLUE DENIM. Cocktail for the press presentation of the FW2017 Rifle collection
6:00pm	Fashion Frames Palazzo Capponi Vettori, Lungarno Guicciardini 1, Firenze Camera Italiana Buyer Moda & DeGorsi luxury consulting present Beyond Fashion, a round-table featuring key fashion buyers, followed by Fashion Frames exhibition, showcasing the latest women's fashion brands & accessories, to compete for Fashion Excellence Award, the same evening. Cocktail to follow.
6:00pm-9:00pm	Laboratorio Toscano Caffé Giubbe Rosse, Piazza della Repubblica 13/14r, Firenze Exclusive presentation of the new FW 2017 leather luxury collection. By invitation only.
6:00pm-10:00pm	WUNDERKAMMER 2 Bottega di Corte, Via del Sole 11, Firenze Cocktail and exhibition of vintage clothes and glasses.



OTHER EVENTS


7:00pm	Salon of Excellence Palazzo Capponi Vettori, Lungarno Guicciardini 1, Firenze Lanificio Cerruti & DeGorsi luxury consulting present The New Sartorial Thread - Nuovo Filo Sartoriale, launch of a global initiative for promotion of new generation of the finest tailors and craftsmen and Masters of Craftsmanship, showcase with Sartoria Chiaia, Sartoria Siotti, Sartoria Carfora, Camiceria Siniscalchi, Calzoleria Rivolta. Cocktail to follow.
7:00pm-9:00pm	Firenze Made in Tuscany Magazine Tabarin, Via de Vecchietti 6, Firenze Cocktail party for the presentation of the new issue of the magazine. By invitation only.
7:00pm-9:30pm	Cactus + Bjork Bjork, Via dello Sprone 25, Firenze The Eternal Now. Vernissage for the exhibition by Christto & Andrew.
10:30pm	Liu Jo Uomo Dome, Via Il Prato 18r, Firenze Liu Jo UOMO presents the new Spring-Summer 2017 ADV campaign at the Dome. The event, #anurbantale, describes the brand through a series of iconic shots. Party. By invitation only.

WEDNESDAY 11/01

9:00am-11:00am	Lumberjack Area Monumentale, Cannoniera WE BY LUMBERJACK: press breakfast for the new FW17/18 collection preview: jackets and shoes.
9:00am-6:00pm	The Wool Book Villa Vittoria, Sala Belvedere, Piazza Adua 1, Firenze Fashion Illustrated presents The Wool Book and the exhibition "Lana". Welcome coffee - light breakfast.
9:30am	The Good Life Area Monumentale, Sala Riunioni, First Floor The new men's hybrid magazine business & lifestyle loved by businesspeople from all over the world! You'll discover the secret recipe of this editorial success. Business is beautiful is our claim. By invitation only.
10:30am	Tintoria Mattei Central Pavilion, Lower Floor, Stand N4 / 07 Understated Elegance. Meet the Gjemme Brands corporate CEO Giovanni Cattina and the Tintoria Mattei Artistic Director Ivan Serravalle.
11:00am	Fradi Padiglione Medici, Stand B13 Art of Wool. Brunch for the presentation of the new FW 17/18 collection. By invitation only.
11:00am	Boy London Quinte Teatro, Ground Floor Special guest at the stand Ludovica Valli from tv show "Uomini e Donne".

11:00am	Malloni Arsenale, Ground Floor, Stand 24 Mixologia - Sound in Headphones. Silent dj set by Seven People. Reaped at 1:00pm and 3:00pm.
from 11:00am	Aeronautica Militare Cortile Medici, Stand 1 Special guests at the stand: delegation of pilots of the 4th Wing of Grosseto in flying seal, Valerio Staffelli, Massimo Perla with Rex actor dog and Sandro Donato Grosso.
11:00am-3:00pm	Patrizia Pepe Costruzioni Lorenesi, Ground Floor, Stand A2 Event for press and buyers. Exclusive DJ Set by Stephen James. Special Guest Marco Bocci. By invitation only.
11:00am-7:00pm	 Special Event @ Pitti Uomo: Due o tre cose che so di Ciro Palazzo Gerini, Via Ricasoli 42, Firenze A tribute to Ciro Paone, founder and soul of Kiton. Project curated by Angelo Flaccavento.
11:30am	Norwegian Rain's T-MICHAEL and Y AND SONS present the T-KIMONO Central Pavilion Main Square Norwegian Rain's T-Michael has teamed up with renowned Japanese bespoke tailoring firm Y and Sons, to present a series of kimonos made from a cloth designed by T-Michael.
12:00pm	 Concept Korea: Bmuet(te) by Byungmun Seo and Ordinary People Dogana, Via Valfonda 25, Firenze Fashion Show. By invitation only.
12:00pm	Gaëlle Paris Quinte Teatro, Ground Floor Special guest at the stand Fabio Basile, judo gold medal at Olympic Games.
12:00pm-2:30pm	Antica Barbieria Colla Make, Stand 26 Presentation of the grooming products, demonstration and test of the traditional barber shop treatments.
12:30pm	Boy London Quinte Teatro, Ground Floor Special guest at the stand Stefano De Martino.
12:30pm-2:30pm	070 Studio Central Pavilion, Lower Floor, Stand Q14 The excellence of good taste. A tasting of French wines with cantucci biscuits and macarons.
1:00pm	Tombolini Central Pavilion, Lower Floor, Stand S2-6 The Zero Gravity Experience. Performed by Katakò. Presentation and cocktail.

1:00pm-3:00pm		Husky Cortile Cavaniglia, Stand 2 Press conference with Saverio Moschillo.
1:30pm		Stefano Ricci Palazzo Pitti, Sala Bianca, Piazza de' Pitti 1, Firenze Press Preview. By invitation only.
1:30pm-3:30pm		Alberto Guardiani Area Monumentale, Corridoio dell'Arco "Unconventional Formal". Press presentation of the FW17/18 collection.Bubble & Bites.
2:00pm-3:30pm		Herschel Supply Co. Cavaniglia, Stand 32 Press meeting.
2:00pm-4:00pm		Mizuno1906 Cavaniglia, Stand 9 Special guest at the stand Federica Nargi, ambassador of the brand.
3:00pm		Asics Tiger Cavaniglia, Stand 22 Special guest at the stand the rapper Emis Killa.
3:00pm-5:00pm		Atlantic Stars Costruzioni Lorenesi, Stand 2 Cocktail and dj set.
3:00pm-5:00pm		Double Excess Lyceum, First Floor, Stand 56 Special guest at the stand the designer Lorenzo Pavia.
3:30pm		STK (Supertokyo) Armeria, Ground Floor, Stand A2 Special guests at the stand Le Donatella.
4:00pm		Pitti Italics Sansovino 6 ex Scuola Marescialli e Carabinieri, Piazza della Stazione 6, Firenze Fashion show. By invitation only.
4:00pm-6:00pm		Lumberjack Area Monumentale, Cannoniera WE BY LUMBERJACK: welcome aperitif for the new FW17/18 collection preview: jackets and shoes.
5:00pm-8:00pm		Special Guest Paul Smith Dogana, Via Valfonda 25, Firenze Presentation. By invitation only.

from 6:00pm	Asics Tiger at Montgomery Montgomery, Via Pellicceria 22r, Firenze Asics Tiger celebrates the '90s with the new DS Trainer OG. Special guest Emis Killa.
6:00pm-8:00pm	Christopher Raeburn per Save the Duck Limonaia di Villa Vittoria, Piazza Adua 1, Firenze Launch of the luxury capsule collection Recycle, in collaboration with the British designer Christopher Raeburn.
6:00pm-8:00pm	Vintage 55 Vintage 55, Via de Rondinelli 21r, Firenze Cocktail in store.
6:30pm-9:30pm	Fashion Illustrated e Kunzi Galleria Eduardo Secci Contemporary, Piazza Carlo Goldoni, 2 Firenze Cocktail for the launch of the new issue.
7:00pm-12:00pm	Moose Knuckles William Pub, Via Antonio Magliabechi 7, Firenze Moose Knuckles, the brand of Canadian down jacket, loved by celebrities around the world, arrives at Pitti with a spectacular party to celebrate its launch in Europe. Cocktail. By invitation only.
7:30pm	 Menswear Guest Designer Tim Coppens Ippodromo del Visarno, Viale del Visarno 14, Firenze Fashion show. By invitation only.
9:00pm	Les Petits Joueurs Chez Moi, Via Porta Rossa 15, Firenze Dinner celebrating launch of first Mens collection. By invitation only.
9:00pm	Stefano Ricci Palazzo Pitti, Sala Bianca, Piazza de' Pitti 1, Firenze Fashion show. By invitation only.
from 9:30pm	PT Pantaloni Torino & Eredi Chiarini Loggia del Mercato Nuovo, Via Calimala 6, Firenze PT Pantaloni Torino 10th anniversary. Dèvouè à. Performance by Alessio Carbone, étoile Opera di Parigi. DJ set to follow.
9:30pm-2:00am	Don Giovanni - Fornasetti Party Teatro della Pergola, Via della Pergola 30, Firenze Party with dj set by Barnaba Fornasetti. By invitation only.

OTHER EVENTS






8:30am-11:00am	L'O Watch Hotel L'Orologio, Piazza Santa Maria Novella 24, Firenze Breakfast for the launch of the first watch collection L'O WATCH.
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OTHER EVENTS

2:30pm-4:30pm	IED Experience with Laura Lusuardi IED Florence, Via Bufalini 6 r, Firenze Fashion coordinator of MaxMara with Salvatore Amura.
4:00pm-6:30pm	Mason's Four Seasons Hotel, Borgo Pinti 99, Firenze h. 3.00pm press conference. Performance Mason's Italian Style. By invitation only.
5:00pm-7:30pm	Distante Cashmere e Lasciart by Massimo Biagiotti Opera Prima Distante Cashmere, Via dell'Oriuolo 47/49r, Firenze Cocktail for the presentation of the Distante Cashmere FW2017-18 and Lasciart by Massimo Biagiotti Opera Prima collections.
5:00pm-9:00pm	Margaret Howell Margaret Howell, Piazza Carlo Goldoni 5, Firenze Preview of the new men's AW17 collection. Drinks.
6:30pm	Poem - pieces of endless memory Spumantino al Ponte Vecchio, Lungarno degli Acciaiuoli 4r, Firenze Presentation of the capsule collections by The Jarr, Il Farfallino and Los Pecos Mutantes.
6:30pm	Cromie, declinazioni del colore nell'arte del Novecento Tornabuoni Arte Contemporary Art, Via Maggio 58r, Firenze Tornabuoni Arte Contemporary Art in collaboration with Nico Giani. Opening of the art exhibition dedicated to colour. On display also the collection by Nico Giani.
from 7:00pm	ottod'Ame ottod'Ame, Via della Spada 19r, Firenze SS 2017 collection preview and fashion film.
from 8:30pm	Secret Sound by Napapijri Teatro Odeon, Piazza Strozzi, Firenze A performance between music and style to celebrate 30 years of Napapijri. By invitation only.
8:30pm	Cuoio di Toscana Villa Cora, Viale Machiavelli 18, Firenze Presentation of the short film NIENTE PER CASO with Caterina Murino. Finger food dinner. By invitation only.

THURSDAY 12/01

9:00am-6:00pm	The Wool Book Villa Vittoria, Sala Belvedere, Piazza Adua 1, Firenze Fashion Illustrated presents The Wool Book and the exhibition "Lana". Welcome coffee - light breakfast.
11:00am	Boy London Quinte Teatro, Ground Floor Special guests at the stand Cecilia Rodriguez and Francesco Monte.

11:00am		Presentation of the book "Fruscio di sete, puntine di spillo. Sessant'anni e passa fra moda e dintorni" Area Monumentale, Sala Riunioni, First Floor by Maria Vittoria Alfonsi (Editore Castelveccchi), with Cristiana Schieppati (director of Chi è Chi della Moda).
11:00am		L.B.M. 1911 Central Pavilion, Lower Floor, Stand V5-9/Z3-5 Special guests at the stand ACF Fiorentina football players.
11:00am		F Ferrante Central Pavilion, Lower Floor, Stand H 20 Special guest at the stand Eusebio Di Francesco.
11:00am-7:00pm		Special Event @ Pitti Uomo: Due o tre cose che so di Ciro Palazzo Gerini, Via Ricasoli 42, Firenze A tribute to Ciro Paone, founder and soul of Kiton. Project curated by Angelo Flaccavento.
12:00pm		Pitti Italics Lucio Vanotti Dogana, Via Valfonda 25, Firenze Fashion show. By invitation only.
3:00pm		Airdp Style Cortile Medici, Stand 3-5 Special guest at the stand football player Alex Del Piero.
5:00pm		Sulvam Stazione Leopolda , Viale Fratelli Rosselli 5, Firenze Fashion show. By invitation only.
6:00pm		Pitti Italics Carlo Volpi Stazione Leopolda , Viale Fratelli Rosselli 5, Firenze Fashion show. By invitation only.
7:00pm-9:00pm		Designer Project Cottweiler for Reebok Museo Marino Marini, Piazza di San Pancrazio, Firenze Presentation. By invitation only.
8:15pm		Don Giovanni - Fornasetti Teatro della Pergola, Via della Pergola 30, Firenze Rediscovering the original version of "Don Giovanni" with the set design by Fornasetti and costumes by Romeo Gigli. Tickets on sale clicking here .

OTHER EVENTS

9:00am-6:30pm	Luisaviaroma - Technology Summit Teatro della Compagnia, Via Cavour 50r, Firenze
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8:15pm

Don Giovanni - Fornasetti

Teatro della Pergola, Via della Pergola 30, Firenze

Rediscovering the original version of "Don Giovanni" with the set design by Fornasetti and costumes by Romeo Gigli. Tickets on sale [clicking here](#).

OTHER EVENTS

7:00pm

RockandRose Graphic Contest

Accademia Italiana Arte Moda Design, Piazza de Pitti 15, Firenze

RockandRose, Florentine t-shirt brand, presents a graphic project in collaboration with Accademia Italiana - Arte Moda Design for the creation of the new collection.

EVERYDAY



PITTI DANCE OFF

"Tell me how you dance and I'll tell you how you'll dress". Pitti Dance Off is the theme of the Pitti Immagine winter fairs. The expression of yourself, of your own body, the energy and pleasure of living as well as performing. The protagonist is dance in the myriad expressions used today, along with the eclectic freedom of personal styles shared by dance and contemporary fashion. Pitti interprets them with its usual ironic twist and with a finger tut, in the best tradition of street dance and dance contests. With a layout project curated by Oliviero Baldini.



HI BEAUTY

Main Pavilion, Lower Floor

A new area featuring exclusive fragrances and cosmetic specialties. Brand new for this edition is HI BEAUTY, a section that is ideally linked to the world of Pitti Fragranze, the Pitti Immagine fair-event dedicated to the best international artistic perfumery proposals. HI Beauty will propose an exclusive selection of maisons and international brands with their personal and ambient fragrances, research into cosmetic specialties, body care and male grooming products. With a sophisticated set design by Storage Associati.



MAKE, THE NEW INTERNATIONAL MAKERS

Central Pavilion, Lower Floor, Sala Alfa

The section that sees the rediscovery of artisanal production as one of the key drivers of the market. MAKE will showcase a new generation of craftspeople from around the world with their sophisticated pieces that are specially made but still in step with modern times. And all with a story to tell.



POP UP STORES

Central Pavilion, Lower Floor

Lifestyles and transversal offers. With a richer and increasingly transversal offer, the POP UP STORES are dedicated to men's lifestyle products: eyewear, shoes, bags and travel accessories, in addition to high design products.



THE LATEST FASHION BUZZ powered by MINI

Piazzale delle Ghiaia, Spazio MINI

THE LATEST FASHION BUZZ shines the spotlight on some of the most promising and talented international men's fashion designers. Created by Pitti Immagine in collaboration with L'Uomo Vogue and GQ Italia, THE LATEST FASHION BUZZ continues to grow: MINI becomes the project's prestigious partner. It will showcase the collections of a selection of ready-to-wear and accessory designers working on a new concept of modernity in menswear: "Bold Meets Genderless". One of the participants will be offered a free one year tutoring service by fashion talent scouting agency CREATIVE AND MORE.



OPEN

Rondino

A focus on fashion that goes beyond gender. OPEN offers a fluid and sophisticated approach, this is the project dedicated to the latest generation of collections that overcome the menswear/womenswear distinction, a segment gaining in popularity on the international market. This section offers a selection of experimental collections and a journey through clothing and accessories designed for both men and women to wear with nonchalance. Edited to dictate a specific look, OPEN brings a minimalist touch to the area in the Rondino.



UNCONVENTIONAL

Archivi

Luxury underground styles in the limelight. UNCONVENTIONAL is the exhibition project that presents luxury underground styles. Representing an urban tribe accustomed to self-expression outside current conventions in a mix of innovation, experimentation and anti-conformism, UNCONVENTIONAL will host a selection of international brands created for the most avant-garde concept stores. Exclusive collections with big personality, designed for a contemporary, gender-neutral wardrobe.



I PLAY

Cavaniglia

The new definition of sportswear. With an increasingly international calling, I PLAY, is the section created to show the mentality that has pushed the envelope defining sportswear. Cast in the starring role is a crossover style that creatively infuses urban life with authentic high-tech sportswear.



BORN IN THE USA by Liberty Fairs

Archivi

The best of Made in the USA comes to Florence. Pitti Immagine continues to partner with Liberty Fairs, the US trade fairs created by Sam Ben-Avraham. At the Fortezza da Basso, BORN IN THE USA by Liberty Fairs will showcase some of the most reputable brands born and made in the USA, a carefully vetted mix & match ranging from the traditional to the sporty.



FUTURO MASCHILE

Sala delle Nazioni + Sala della Ronda

Concept labs on the most sophisticated expressions of formal wear, Futuro Maschile has always been one of Pitti Uomo's most prestigious sections given its recognized role as a manifesto of the changes in classic-contemporary menswear. The Sala delle Nazioni and Sala della Ronda are reserved for super-select companies and collections catering to an international assortment of discerning buyers with an eye for innovation.



TOUCH!

Arena Strozzi

A platform for the ultimate in cutting edge style. Every season there is a long waiting list to participate in Touch!, the section devoted to the eclectic spirit of the contemporary man's wardrobe, with an artistic and international approach. Staged in a unitary form in the Strozzi Arena Touch! is the ideal stage for a project devoted to the most visionary and cutting-edge styles.



L'ALTRO UOMO

Arsenale + Cortile dell'Arsenale + Magazzino 07

The land of avant-garde style. Confirming the revamped layout and unchanged spirit, L'Altro Uomo, is the section that has always defined what lies at the avant-garde of style. Inside a set designed by the Andrea Caputo Studio, as usual it will showcase clothing and accessory collections that reflect creativity capable of anticipating changes in taste.



THE CENTRAL PAVILION

An incubator of lifestyle trends. The heart of the fair, the Main Pavilion pulses with developments in menswear and its contaminations with design. Boasting a transversal offer that the new Pop Up Stores have further expanded, the Lower Level displays contemporary classic sartorial collections, while the Upper Level features major new classic names and the fine quality of their pieces. A concept that interprets a man's wardrobe in a new way: incredibly refined, composite and high end. Finally, on the Ground Floor, brand collections mingle freely with the many other dimensions of Pitti Uomo.



EYE POP

Central Pavilion, Ground Floor

The line between fashion and eyewear. Eye Pop is the eyewear space that Pitti Immagine has created in collaboration with MIDO, the leading international trade fair for the eyewear industry. Eye Pop explores the connection between eyewear and fashion in terms of quality and design. It is intended not only for the best concept stores, but also companies seeking new creative synergies. Setting by Alessandro Moradei.



MY FACTORY

Lyceum

For new expressions of urban culture as they relate to technology, music, art and design, My Factory is an extraordinary platform for valorizing some of the most dynamic creative laboratories in the urban and sportswear segments. Setting by Oliviero Baldini.



e-Pitti.com Studios

Dogana, First Floor, Via Valfonda 25, Firenze

The Creative Hub of Pitti Immagine's online fairs. Discover how Pitti Uomo becomes digital. Special Press Corner.