



PITTI IMMAGINE UOMO

**Pitti Uomo 86 and Pitti W 14:
overall buyer attendance up 5% surpassing the 19,000 mark,
with an 8% increase in the number of Italian buyers.**

**This record-breaking, energy-packed,
and very world-oriented edition of Pitti Uomo,
held together with *Firenze Hometown of Fashion*,
welcomed over 30,000 visitors.**

The 86th edition of Pitti Immagine Uomo (17-20 June), the world's leading lifestyle and fashion trade fair for men has come to an end at the Fortezza da Basso in Florence. It was a truly extraordinary edition of the fair, thanks also to the fact that it coincided with *Firenze Hometown of Fashion*, the program of special events celebrating the 60th anniversary of the Centro di Firenze per la Moda Italiana. The fair and *FHoF* were officially opened by Prime Minister Matteo Renzi (the first time ever that a head of the Italian Government has participated in the event) and enjoyed the support of the Ministero dello Sviluppo Economico and Agenzia ICE.

"The presence of Prime Minister Renzi was very important", says Gaetano Marzotto, president of Pitti Immagine, "on the symbolic level with the message he sent to our business entrepreneurs and to the international operators and because of the energy he conveyed to the trade, to the media and to the city. The cooperation between the Centro, Pitti Immagine, the ministry and ICE produced a rich calendar of events that has never been matched in terms of variety and interest. It involved the whole city, and gave Florence the opportunity to welcome the world's top journalists and buyers from all the continents and representing the world's major, established and emerging markets. We must also thank the great, Florence-based international fashion houses that joined us in these celebrations by producing outstanding events".

This edition of Pitti Uomo concluded with attendance figures on the upswing and lots of positive feedback on quality – of the vendors and their men's fashion offerings for the new season. The final figures show **a 5% increase in buyer attendance, for a total of 19,000**. These are the best results with respect to recent summer editions. This is mainly due to the constant rise in **the number of foreign buyers** (the number of stores represented was up 2%, from an ever-growing number of countries from five continents, **with turnout exceeding 7.700 buyers**). And, at last, we are seeing a reassuring recovery on the **domestic market**, with an **8% increase in the number of Italian buyers**. On the whole, **more than 30,000 visitors were logged at Pitti Uomo and Pitti W** during the four days of the fairs.

"Once again", says Raffaello Napoleone, CEO of Pitti Immagine, "*the world's top buyers are acknowledging the special features of Pitti Immagine Uomo. We offer a huge selection, quality, internationality, a complete and well-segmented offer (1,165 collections were presented at Pitti Uomo and Pitti W – another record!). The fair presents the entire spectrum of elegance and fashion for men, it boosts Made in Italy and helps promote the youngest and most creative talents and brands*".

The ranking of the top twenty international markets has **Germany** (800 buyers) in the lead, beating **Japan** (799 buyers) by a hair, followed by **Spain (582)**, **Great Britain (542)**, **China (449)**, **Turkey (441)**, **France (402)**, **Holland (383)**, the **United States (294)**, **South Korea (284)**, **Switzerland (271)**, **Belgium (264)**, **Russia (221)**, **Austria (175)**, **Portugal (145)**, **Greece (120)**, **Sweden (108)**, **Denmark (99)**, **Hong Kong (98)**, and **Norway (90)**. Alongside of these are the emerging or niche markets of South East Asia, the Middle East, the Central Asian

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republics, East and Northern Europe, India, South Africa and other African nations, Brazil, Australia, Canada, Mexico and others.

Press attendance also increased (over **six hundred foreign journalists** from forty countries and **over one thousand Italian reporters**) thanks to the fair's international appeal as well as the special hospitality program sponsored by the Ministero dello Sviluppo Economico and Agenzia ICE.

Pitti W, the fair dedicated to women's fashions that showcased the new collections of 75 international brands, received lots of positive feedback **from the press** and from **buyers** whose attendance figures **rose by nearly 10%**.

We have collected a selection of comments from some of the international buyers attending this edition of Pitti Uomo and Pitti W:

_among BUYERS:

BERGDORF GOODMAN, Bruce Pask, men's fashion director, USA

"Pitti is the best choice you can make at the beginning of the fair season, as its range of offerings is truly extensive. An absolutely incomparable mix: I find that the level of quality has been rising in the past few years. The sportswear and streetwear sections have been growing steadily. Being able to focus on what you're interested in while getting a global view of the trade show is very useful for visitors. As far as South Korea is concerned, most of these fashion designers are already popular in the United States, but not in Europe, so Pitti plays a major role in broadening the buyers' horizons. We are looking for new developments by up-and-coming brands, but also for the latest by the more traditional and well-known brands."

OKI-NI, Tim Sturmheit, buyer, UK

"It is easy to offer things pleasing to the touch, whose quality is easily perceived by touching them, but Pitti is also very focused on products for online shopping, which is Oki-Ni's area of expertise. We offer top-quality men's clothing and accessories, so, to our customers, the price is less important than quality, which must be absolutely excellent. I found some very interesting offerings, even in the accessories field, which is our specialty, even better than those found at the previous editions of the fair. I appreciate the opportunity given to the young designers at the Guest Nation area. Strange as it may seem, young Italian designers have a hard time making a name for themselves, despite the incredibly rich heritage they have! Here at Pitti Uomo, I've seen young Italian designers heading more and more, and quite brilliantly, in the streetwear direction: this could be the right challenge for them."

HARVEY NICHOLS KUWAIT, Martin Lacey, brand buyer manager, Kuwait

"Pitti Uomo is the must-go place to learn about the new trends and the latest in the fashion field. In the past few days, I've seen some interesting contemporary design collections, but also some new up-and-coming sartorial collections worth my attention. I also visited Pitti W, where I found a shoe brand with an excellent range of options. If one criticism is to be made about Pitti W, it is that the exhibition space is too small for the number of brands and products showcased, it should be bigger."

BOON THE SHOP, Jason Park, head buyer, Korea

"The nice thing about Pitti Uomo is that you are sure you will find the big brands, the ones that have made the history of fashion, alongside the new moods and trends. That is why I always go to Pitti W, although I deal in menswear, to take a look at the accessories, which are often the same for both men and women, and at the latest trends. In particular, I appreciate the fact that



Pitti W is located within Pitti Uomo and not separately from the main fair, like a few years ago. It is much easier to reach. I also enjoyed the selection of brands offering more casual products and many accessories, which were much more formal up to a few years ago."

HARVEY NICHOLS TURKEY, Kerem Yazicioğlu, menswear buying manager, Turkey

"Attending Pitti is very important to us: we are able to meet with our suppliers and also take a look at the new trends. I believe that Pitti is an excellent showcase for the high-quality contemporary look, for both clothing and accessories. I appreciate that Pitti supports the Guest Nation: as far as this Pitti edition is concerned, the Korean collections were not suitable for our market, but they gave us an insight into the new trends. This year's most interesting development was the Attic Floor's new layout: truly amazing!"

DELITTO E CASTIGO, Davide Iacono Toledano and Carlo Gatti, owner and partner, Spain

"This year, after two years of absence from Pitti Uomo, we find that the companies radiate positive and encouraging energy. We attend the Pitti fair mostly to find new sources and new trends: our multi-brand store in Madrid offers high-end fashion names and we are searching for less-known brands but of the highest quality and craftsmanship. Luckily enough, Pitti Uomo is helping us out: we have found some companies willing to give up standardization in favour of the use of excellent fabrics which meet our customers' requests. Very interesting are the area devoted to South Korea and the young and talented Italian designers showcased at the Alternative Set."

SHIPS, Yoshinori Miura and Yuichi Katsuya, president and executive general manager, Japan

"Pitti is, as usual, a very positive experience: it is very well organized and the offerings are interesting and innovative. We also enjoy the fair's background, that is, all the off-fair events and presentations held throughout the city, which help us learn more about the Italian lifestyle. There is no doubt that Florence is the must-go place for anyone working in the fashion business."

LA MAISON DEGANDE, Pierre and Michelle Degande, owners, Belgium

"We are habitués of Pitti Uomo, but this edition is truly special to us, as we were awarded as best retailers. An important recognition after 31 years of business in our Brussels shop. Pitti Uomo has certainly contributed to our success. We deal exclusively in menswear and being able to meet with all our major suppliers here at the fair is a great asset. We never place orders at the fair, but we make some big decisions that take shape in the following weeks at the showrooms. And, what's more, Pitti offers also the chance to establish contacts with new companies that usually prove to be very interesting over time."

MYNTRA.COM, Dhruv Abrol, International buyer, India

"It is my first time at Pitti Uomo and I am favourably impressed by this fair, which has different levels of offerings without keeping the "luxury" separate from the rest. Compared to other European or American trade shows, Pitti Uomo offers a wider choice of brands: there are classic Italian brands alongside the more contemporary and innovative ones. I found some very interesting new brands at Pitti W, as an alternative to the better-known designer names. Pitti Uomo has also met our online shopping demands. Ours is India's most popular online shopping website."

GALLERIA, Jae Yong Lee, buyer, and Sungwook Woo, team leader, South Korea

"This Pitti Uomo edition's exhibitors are highly motivated and lively despite the difficult current economic situation. Very interesting is the Denim division, which meets the latest market trend. We also enjoyed the South Korea area: the brands on show have great visibility in Asia. We also appreciate that Pitti pays a lot of attention to the up-and-coming designers, who play a



major role in the fashion business. In particular, the Alternative Set showcases some very interesting names.”

APROPOS, Henning Korb, buying, Germany

“After two years of absence from Florence, I’ve been favourably impressed by the high-quality offerings and the internationally-oriented collections, ideal for any market, in both the menswear and womenswear fields. The perfect combination of elegance and comfort: a truly wide range of offerings. What I find especially interesting is the Guest Nation project and, in particular, the South-Korean designers who brought to Pitti clean, minimalist-style and very modern collections. We most likely found two new suppliers. As for Pitti W, I really liked the accessories on show.”

ANTONIA, Maurizio Purificato, owner, Italy

“Pitti Uomo is the ideal fair to learn about new brands and new partnerships between celebrities and brands: you need to be here to keep up-to-date on all the latest developments in the fashion field. We also “use” the fair to place orders with companies, in particular, Japanese companies, we could hardly meet somewhere else. I really enjoyed the South Korean offerings: South Korea is playing an increasingly prominent role as both buyer and fashion designer. Very interesting were also the up-and-coming designers showcased at the Touch Pavilion. Generally speaking, the level of offerings is very high, which is exactly what we are looking for: top-quality and high-performance products. There was a very lively and optimistic atmosphere within the fair.”

HARROLDs, John Poulakis, managing director (Australia)

“This year’s Pitti celebrations mark a special moment in the history of menswear and the festival as a whole. As a long time attendee and supporter, Harrolds were delighted to play a role in marking the occasion of the 60th anniversary celebrations. We were expecting something particularly breathtaking this year but our expectations have been far exceeded, the ceremonies we have been a part of, the lighting of the Ponte Vecchio and the festival activities in general has been something I will remember for a long time. We were fortunate enough to be selected as one of the Business of fashion top 30 global menswear retailers and the festival has given us the opportunity to be a part of a global recognition of a defining moment in menswear. Our buy covers the whole range of menswear so we are always on the look out for new and interesting pieces and collections. We look to Pitti as the definitive source of sartorial suiting and as a general inspiration for how the looks we buy translate from shows and catwalks into streetwear. While we do not currently have a womenswear offering, we are always looking to keep up with the global trends in any kind of fashion.”

_among the exhibitors at Pitti Uomo:

GITMAN BROS, Chris Olberding, Director

“Let me start by saying that I love Pitti Immagine Uomo, which we have been present at for the past twelve years. Pitti is without a doubt one of the most important international fashion events, one that attracts buyers from every corner of the world with its various source markets, and with regard to us, particularly from Italy, England, Sweden, Germany, and Japan. This year we are witnessing a very good turnout, and we have noticed that visitors are fascinated by the way we unite wasp tradition and contemporary appeal, revisiting classic clothing with creativity.”

ORLEBAR BROWN, Adam Brown, Founder

“Pitti Uomo is a truly great international showcase. It allows for exposure within the global men’s fashion world and attracts buyers interested in the product and in orders. We are stirring up great interest, especially in the markets of Great Britain, Germany, Belgium, Finland, and the



USA. Yet we have noticed this year less attention from Asian countries. The atmosphere here at the show is truly indescribable, fantastic! The one drawback, in all honesty, are the Venetian blinds that drop down in front of the stands.”

DEL TORO, Eliza Allen Aho, Vice President and Manager Director

“This is our fourth year at Pitti Uomo and I have to say that this edition is perhaps one of the best. It is introducing us in a strong manner, especially at the international level. We’ve had Barneys, Sax Fifth Avenue, Bergdorf Goodman, Isetan, and Dubai Level Shoe Sistrict. Several buyers come from Asian countries, Hong Kong and Dubai in particular, very interested in our products, but there are also many American buyers. It’s too bad about the few technical problems regarding logistics during the stand set-up phase, and the extreme heat (the air conditioning does not work very well) since the American visitors don’t like this and it does not allow us to fully express our commitment and our work.”

HARTFORD, Yves Chareton, Founder

“There is an atmosphere of optimism in every corner of the fair and this is a noticeable change for those of us who have been participating since 1979. Later this year, the week of Pitti Immagine 86 coincides with the sixtieth anniversary of the Centro per la Moda Italiana di Firenze (Florence Centre for Italian Fashion) and for that occasion we have doubled our space at the event, with an outdoor area that perfectly expresses the spirit of the company and of the new collection. The whole world buys our clothing, attracted by that blend of simplicity and elegance which has always set us apart.”

ROY ROGERS, Manuel Maltagliati, Sales Manager

“This year, having been moved to the central pavilion, we have noticed a great influx of people from the first day, much coming and going of dedicated customers who want to know more about our collection, as well as a foreign audience fascinated by Made in Italy. For us, the European market is very present this edition, with countries like France, Germany, Austria, Belgium, and even the Asian markets are appearing more and more in this world. Surely the fact that Pitti Uomo 86 coincides with the sixtieth anniversary of the Centro per la Moda Italiana di Firenze has lent great prestige to the city and to the region of Tuscany, which has been of benefit above all to Tuscan firms such as us.”

CLOSED, Antonella Siliberti, Sales Manager Italy

“Pitti Uomo 86 started with a bang. On the first day of the fair we had numerous visitors and customers; the second day brought fewer interested people. Our buyers are mostly foreign, given that ours is a German firm: France, Germany, Holland, Scandinavia and Northern Europe in general, and far less presence in Asian countries. Unfortunately, we had to reject some fake buyers who entered the stand without permission to copy clothing ideas. This is our ninth year here at the fair and we are happy with the success we have had at the international level thanks to it. Pitti is, in fact, the only fair in Italy in which we participate. Just one minor complaint: for years we have been listed officially (in the guides and elsewhere) as stand number 5 in the Ghiaia Pavilion, but in reality we are number 23!”

HERNO, Claudio Marenzi, President

“The atmosphere of the fair is very positive. The desire to do something is evident. The turnout is also excellent, like every year actually. Many curious people are drawn to our collection, but also buyers who represent a very diverse market. In fact, it’s not yet clear what the referential international market is, as two days of the fair are too few to understand this. I can only confirm that Pitti Immagine is a great “business card” for our brand, which is known throughout the world.”



TATEOSSIAN, Robert Tateossian, Managing Director

"There is a very positive atmosphere and this is because many more customers come to the summer edition of the fair when compared to the winter edition, which in my view is held too early. The international buyers stand out: Japan, Russia, China, and Korea, but also the countries of old Europe, all extremely interested in the quality of our products. After fifteen years of participating in Pitti Uomo, I can affirm that this fair is the best international showcase in the world of men's fashion."

PAOLONI, Rossana Santioni, Product Manager

"The fair has been going well right from the first day. So, in this early stage, usually limited to adjusting, as far as we're concerned, we've already witnessed many buyers from as far away as China and Korea, Switzerland, and Turkey, in addition to our regular customers. For those of us who don't have representation abroad, Pitti Uomo is an essential showcase to add to our showroom in Milan. In addition, the location of our stand near the bar, at any rate in a place where lots of people are passing through, has helped in terms of visitors."

KITON, Antonio De Matteis, CEO

"We're really pleased with the general atmosphere around here, which was also really helped by the energy that has been created around the many out-of-showroom events related to Firenze Hometown of Fashion during these days. The first day was really good, unlike past seasons, and showed a good presence of interesting foreign customers - China, Russia, USA - and buyers who work for the big department stores like Neiman Marcus, Harrod's, Isetan, Selfridges. This positive trend was confirmed and also increased in the days that followed. We are also pleased with our new location, in front of the east entrance on the attic floor of the central pavilion, and with the staging of the new stand, which is more conceptual than explicative."

THOMAS MASON, Tim Neckerbroeck, Head of Accessories Sales Division

"For a first time at this event we seem to have done well. There's been a significant number of visitors right from the very first day, though from the second day onwards, business definitely increased and became substantial. Both the Japanese market and the American market showed great interest, which is good."

ITALIA INDEPENDENT, Marco Tolentino, Head of Marketing and Communication

"We returned to Pitti Uomo after being absent for a while, and we returned in a better state than we had been in the past. In the meantime, in fact, we publicly traded and now we have distribution in 73 countries. But most importantly, Pitti gave us a good welcome. We came here with a plan, a good story to tell, the story of tailor-made fashion at democratic prices applied to our product, glasses. This is an extraordinary event that brings together a large slice of the Italian fashion stores, and many international buyers including, the ones that seem most interesting to me, Japan, the United States and South America. And here at Pitti, Vecchia Europa is also sending out signs of recovery, at least at the psychological level, proving that it wants to look beyond the crisis. The 60 year anniversary of Centro per la Moda di Firenze definitely provided a driving force of enthusiasm for this great edition."

MASSIMO ALBA, Maria Pia Ghislandi, Sales Area

"This is our first time at Pitti Uomo, because we need to make ourselves known to international audiences but also to the same Italian buyers who often, despite our showroom in Milan, are difficult to draw in because they lack time. This potential range of customers in the days of work here at the fair at least help to give an idea of our product, let everyone see who we are and what we do. I think this is a good result. On the international front, I saw quite a few Chinese and Korean buyers. In short, it seems to me that this is the only international trade fair where men's collections need to be shown."



_among the exhibitors at Pitti W:

LINDA FARROW, Elena Filipponi, Retail Operations Executive

"For us, Pitti W is a new experience because we have always taken part in Pitti Uomo, but our brand is versatile, unisex and therefore adapts well to change. The atmosphere is very lively and there's a steady stream of Italian and Asian visitors. I have to say that the attention is on us from all sides, and we almost feel pampered! We've been coming to Pitti for seven years and we've never had problems selling. It's an excellent showcase for us, a way to stay in touch with consumers and various industries. In fact we have buyers coming from all over the world and are successfully distributed in luxury boutiques, independent shops, chains, fashion stores and even online stores. Pitti Immagine is a fantastic fair and its success has also been increased by the events outside the fair that will attract many people. The only flaw is the lack of free Wi-Fi."

ANNA K, Anastasiya Mozgovaya, Brand Manager

"Pitti W is fun, the atmosphere is warm and positive. We have many curious visitors but primarily Italian buyers interested in our collection. I really like the way the event was organized. The spaces are big and clean. The only major problem is that the exhibitors are not provided with free Wi-Fi by Pitti Immagine."

SUZANNE SUSCEPTIBLE, Cha Soo Jung, Designer and Owner

"It's my first time at Pitti W but my impression is really positive. The fair really helps the brand. They liked the collection, and a lot of orders have already been made. There are also many merely curious people, but this is absolutely not a problem, since Pitti is a fair that's all about image. The ones interested in the collection are Italian buyers, many Florentines, Russian, and Japanese. Overall, I am more than satisfied. My only complaints are the lights and lack of free Wi-Fi."