

Monday 15 June



Centro di Firenze per la Moda Italiana Gala Dinner

TIME 08:00 PM **Manifattura Tabacchi** via delle Cascine 33-35, Firenze

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Gala dinner. By invitation only.

Everything Else

style in progress

TIME 06:00 PM - 09:00 PM **25hours Hotel Firenze** piazza San Paolino, Firenze

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Celebration and launch of style in progress's 100th issue. By invitation only

Polimoda

Graduate Show 2026

TIME 06:30 PM see invitation

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Fashion show. By invitation only

Tuesday 16 June

PROHIBITED

Prohibited Running Club

TIME 07:30 AM **Starting point: Café Floret** via di San Niccoló 81R, Firenze

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Start Your Day Right! [Register ON STRAVA](#)



Opening Pitti Immagine Uomo 110

TIME 10:30 AM **UniCredit Theatre, sala della Scherma, Fortezza da Basso**

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Press conference. By invitation only

Sundek

TIME 03:00 PM piazzale delle Ghiaia, stand 3

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Press conference

BONASTRE

Bonastre

TIME 04:00 PM Central pavilio, top floor, stand F/9

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Presentation of the exclusive image-led capsule and previewing S/S 27. Cocktail



TextilWirtschaft Connect

TIME 04:00 PM - 06:00 PM Terrazza UniCredit Theatre, sala della Scherma, Fortezza da Basso

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TextilWirtschaft connect. Celebrating 80 years of TW. Cocktail. By invitation only

Histores

TIME 06:00 PM - 09:00 PM Giardino di Villa Vittoria piazza Adua, Firenze

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Cocktail. By invitation only

BERWICH

Berwich

TIME 06:30 PM - 09:30 PM The Westin Excelsior piazza Ognissanti 3, Firenze

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Presentation of the SS27 collection New Genesi. Exclusive artwork by Sonja Quarone. Cocktail. By invitation only

CARUSO

Sanyocoat for Caruso

TIME 06:30 PM - 08:30 PM Eredi Chiarini via Porta Rossa 33/r, Firenze

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A cocktail celebrating the encounter between Sanyocoat and Caruso. By invitation only



Mauna Kea

TIME 07:00 PM – 11:30 PM **The Social Hub Belfiore** viale Belfiore 55, Firenze

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Presentation of the SS27 collection. Party with dj set. By invitation only



Brunello Cucinelli

TIME 08:30 PM **Chiostro del Complesso di Santa Maria Novella** piazza Santa Maria Novella, Firenze

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Dinner. By invitation only

Everything Else

Bunhova by Bungaro

La stanza

TIME 05:00 PM – 08:00 PM **Studio 64** via Il Prato 64, Firenze

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Presentation of the men's and women's clothing and accessories collection

Italia di moda

TIME 05:00 PM **Limonaia del Giardino di Villa Vittoria** piazza Adua, Firenze

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Opening of the photographic exhibition. By invitation only

IED

Pathos Formulas

TIME 06:00 PM **Firenze, IED Ex Teatro dell'Oriuolo** Via dell'Oriuolo 31, Firenze

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Exhibition and installation project curated by Francesca Gavin. By invitation only

Cuoio di Toscana He(ART)

TIME 06:30 PM - 11:30 PM St.Regis Hotel piazza Ognisanti 1, Firenze

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Presentation of the capsule collection created in collaboration with Paul Andrew. By invitation only

Wednesday 17 June



Consinee

TIME 10:30 AM Central pavilion, lower floor, Cavedio

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Presentation curated by Sara Maino and Galib Gassanoff

Federazione Moda Italia-Confcommercio

TIME 10:45 AM - 01:00 PM UniCredit Theatre, sala della Scherma, Fortezza da Basso

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New balances between production and fashion retail: strategies for a sustainable future. Talk. By invitation only



JiyongKim Special Guest

TIME 12:00 PM Magazzino 07, Fortezza da Basso

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Meet and Greet with the designer



Tombolini

TIME 01:00 PM - 03:00 PM Central pavilion, lower floor

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Silvio Calvigioni presents the award ceremony for the most beautiful jacket from the Tombolini for Kids 2 project and the SS27 collection

Emilio Pucci: The Astonishing Odyssey of a Fashion Icon

TIME 04:00 PM UniCredit Theatre, sala della Scherma, Fortezza da Basso

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Book presentation with authors Idanna Pucci and Terence Ward, featuring the special participation of Suzy Menkes

LEON

TIME 04:30 PM Lounge Filippo, padiglione centrale, piano attico

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Centro di Firenze per la Moda Italiana

TIME 06:00 PM - 09:00 PM Chiostro del Complesso di Santa Maria Novella piazza Santa Maria Novella, Firenze

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Aperitif with chefs and local food excellence. By invitation only



Sunflower Special Project

TIME 07:00 PM see invitation

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Fashion show. By invitation only



DSM Kei Ninomiya Guest Designer

TIME 10:00 PM see invitation

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Fashion show. By invitation only

Everything Else

Sebago

TIME 07:30 PM - 10:30 PM Societa' Canottieri Firenze Lungarno Anna Maria Luisa de' Medici 8, Firenze

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Cocktail celebration for the 80th anniversary of the brand. By invitation only

Thursday 18 June

GOOS Index

TIME 10:00 AM UniCredit Theatre, sala della Scherma, Fortezza da Basso

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Presentation of the first global intelligence tool dedicated to mapping sustainability in fashion. With Marco Ricchetti and Maurizio Ribotti

SpainFashion Talk: Telling the Story of Made in Spain

TIME 11:00 AM - 12:30 PM UniCredit Theatre, sala della Scherma, Fortezza da Basso

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A conversation on the identity of Spanish fashion, its history, and its international positioning. Featuring Federico Galli, founder of ShoppingMap. By invitation only



William Palmer

TIME 12:00 PM Sala delle Nazioni

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Greet and Meet with the designer



Simone Rocha

Guest Designer

TIME 05:00 PM Teatro della Pergola via della Pergola 30, Firenze

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Fashion show. By invitation only

Everything Else

ALOISIA

TIME 10:00 AM - 12:30 PM see invitation

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Champagne breakfast and presentation of jewels collection ALOISIA. By invitation only

Istituto Marangoni Firenze

FarmaZine No. 3 *Perfume*

TIME 06:30 PM - 10:00 PM Bunker Galleria via San Gallo 108r, Firenze

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Launch event

Worth A Visit



THE PITTI POOL

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The Pool is the visual and inspirational theme of the summer 2026 edition of Pitti Immagine Uomo, curated by Chris Vidal Tenomaa and Tuomas Laitinen, editor in chief and fashion director of SSAW Magazine respectively. Poolside, a young man, like a modern Narcissus, brushes the surface of the still water with his hand, touching his own reflection. The light is icy and vivid, like a painting by David Hockney. The look is signed by Simone Rocha.

THE INSTALLATION IN THE CENTRAL SQUARE

Welcoming the Pitti Uomo community will be an imposing installation in the Fortezza's Central Square, conceived by designer Philéo Landowski in collaboration with Lebanese artist Pascal Hachem. Not a literal interpretation of THE POOL theme, but a project that focuses on what lies behind the scenes of a swimming pool. The result is a monumental construction site: a dense network of oversized pipes, enlarged to sculptural scale, which visitors will be able to walk through and explore.



FANTASTIC CLASSIC

CENTRAL PAVILION (Ground Floor; Lower Floor: Salone M, Sala Alfa), SPAZIO CARRA, TEATRINO LORENESE, COSTRUZIONI LORENESI (First Floor), RONDINO

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It is the section where the most representative companies of formal menswear are concentrated, for an elegant wardrobe in constant evolution.



FUTURO MASCHILE

CENTRAL PAVILION (Top Floor; Terrace)

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It is the laboratory of contemporary research menswear. Here styles coexist and contaminate each other, mixing tailoring, innovative fabrics and luxury details.



DYNAMIC ATTITUDE

CAVANIGLIA PAVILION, CORTILE DEL CAVANIGLIA, MONUMENTAL AREA (Sala delle Colonne, Sala della Volta e Corridoio dell' Arco, Sala dell'Arco, Grotte e sala Ottagonale), PADIGLIONE DELLE GHIAIA, CORTILE DEL TEATRINO, PIAZZALE DELLE GHIAIA, COSTRUZIONI LORENESI (Ground Floor, First Floor), CORTILE LORENESI, GIARDINO DEL GLICINE, CORTILE DELL' ARMERIA, CORTILE DELLA POLVERIERA, FURERIA, ARMERIA

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It is the section that brings to the stage sport and streetwear collections within which brands propose innovative outfits and vintage references.



SUPERSTYLING

SALA DELLE NAZIONI, ARSENALE (Ground Floor), COSTRUZIONI LORENESI (Ground Floor), POLVERIERA, MAGAZZINO 07

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It is the section that looks beyond, anticipating trends through unconventional aesthetic choices: new silhouettes and genderless cuts.



I GO OUT

SALA DELLA RONDA

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It is the section that comprehensively illustrates the stylistic potential of progressive outdoor, between fashion and lifestyle. For this edition it is enriched by the special collaboration with Vanish Magazine.

"OUTOPIA" by VANISH: "I GO OUT" new frontiers

The I GO OUT section undergoes a radical transformation through its collaboration with avant-garde outdoor magazine Vanish. The result is OUTOPIA, a visionary experience at the Sala della Ronda that explores the perfect fusion of performance, fashion and nature. Reflecting a global shift in which outdoor culture is shaped by shared worldviews, OUTOPIA demonstrates that technical functionality and aesthetic beauty are no longer in opposition. A showcase bringing together the vision of established brands and a curated selection of emerging labels handpicked by Vanish, uniting technical excellence with sophisticated design. Through a dynamic program of events and activations, OUTOPIA invites the Pitti community to take part in a movement that is already redefining the global fashion landscape.



Hi Beauty

CENTRAL PAVILION (Top Floor)

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At the Top Floor of the Central Pavilion, within the Futuro Maschile section, Hi Beauty returns: the exclusive space dedicated to the world of avant-garde fragrances. The area presents a carefully curated selection of independent labels representing the global new wave of fragrance, spanning from Europe to Asia.

J∞QUALITY FACTORY BRAND PROJECT

CENTRAL PAVILION (Top Floor)

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Eighth edition for J∞QUALITY FACTORY BRANDS PROJECT, curated by the Japan Apparel and Fashion Industry Association (JAFIC), with special consultancy by Hirofumi Kurino and creative direction by Masato Koyama of HEUGN. At the Attic Floor of the Central Pavilion, this collaboration focuses on high-quality Japanese apparel and production districts, featuring a selection of some of the finest Made in Japan manufacturers.

CODE KOREA

POLVERIERA

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Third edition for CODE Korea, the project born from the collaboration between Pitti Immagine and Korea Creative Content Agency with the aim of promoting Korean fashion and its key players. A selection of six brands will be hosted in the historic Polveriera spaces, offering visitors a comprehensive vision of Korean design capable of blending contemporaneity and artisanal tradition.

CHINA WAVE

COSTRUZIONI LORENESI (Ground Floor)

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In its fifth edition, the showcase of the best contemporary menswear from China returns to the Fortezza da Basso, hosting a new iteration of the special area created through the partnership between Pitti Uomo and the China National Garment Association. The selection brings together brands and designers selected for their exceptional quality and aesthetic innovation.

CONSINEE

CENTRAL PAVILION (Lower Floor - Cavedio)

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Consinee, a Chinese excellence in cashmere fibers and precious yarns, brings "Suspended Grounds" to this edition of Pitti Uomo: a site-specific installation curated by Sara Sozzani Maino alongside Georgian designer Galib Gassanoff, in the Cavedio of the Central Pavilion.

LEON magazine

CENTRAL PAVILION

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To celebrate the 25th anniversary of LEON magazine and the 160th anniversary of diplomatic relations between Japan and Italy, Fortezza plays host to a retrospective dedicated to LEON's iconic street-style photography at Pitti Uomo. Alongside the exhibition, a calendar of special events.

PITImags

CENTRAL PAVILION (Top Floor)

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PITTI Mags, the blue newsstand curated by Frab's Magazines, returns with a new selection of magazines dedicated to fashion, art, design, food, beauty, sport and lifestyle, offering an updated perspective on quality periodical publishing.

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