

Events calendar

Tentative schedule

PITTI IMMAGINE UOMO 103 | -

Monday 09 January



Centro di Firenze per la Moda Italiana

TIME 08:00 PM Palazzo Gondi Via dei Gondi 2, Firenze

-

Dinner.By invitation only.

Tuesday 10 January



Opening Pitti Immagine Uomo 103

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

-

Official ceremony by invitation only.

MAC Mac Jeans

11:00AM AND 2:00PM Giardino del Glicine

-

Presentation of the unique VIP collaboration with the brand ambassador. Dj set from Berlin & New York.

L'impermeabile

TIME 12:30 PM - 02:30 PM Padiglione Centrale, Lower Floor, Stand Q14

-

L' ImperGin Tonic. Cocktail. By invitation only.



J=QUALITY

TIME 02:00 PM - 04:00 PM Padiglione Centrale, Top Floor, Stand A1

-

Yuya Nakata of POSTELEGANT's special collection with 11 Japanese factories. Cocktail.



Keen x Hiking Patrol

TIME 02:00 PM – 04:00 PM Sala della Ronda, Stand 22

–

Global Collab for Effect. Hiking Patrol founder Wai Tsui will present his newest collaboration for effect project with Keen.



TOF

TIME 03:00 PM – 04:30 PM Padiglione Centrale, Ground Floor, Stand II/J2

–

Fiorentina Calcio Femminile special guest at th stand, fashion partner for the brand Garage Nouveau.



Talk Sust-Passwords / Ecodesign and regeneration: the new fashion language

TIME 03:00 PM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

–

With Giorgia Cantarini (editor and curator of S|Style at Pitti Uomo), Luca Kemkes (Founder Kemkes), Matteo Minchio (CEO Junk), Elia Maffucci (Commercial Director Pintorie). Moderator Silvia Gambi (giornalista e autrice “Solo Moda Sostenibile”).



Incotex Blue Division

TIME 04:00 PM – 06:00 PM Padiglione Centrale, Lower floor, Stand R14-16

–

Meet&greet cocktail with the company. By invitation only.



KNT Kiton New Textures

TIME 04:00 PM – 06:00 PM Piazzale Ghiaia, Stand 4

–

Hot Cuddle & Music. Performance By Dada. By invitation only.



Scotch Whisky Tasting hosted by Johnstons of Elgin

TIME 04:30 PM – 06:00 PM Padiglione Centrale, Top Floor, Stand B13/C14

–

Celebrating 225 years and the UK group. Supported by Scottish Development International, Department for International Trade and UK Fashion & Textile Association. By invitation only.

Histores

TIME 05:00 PM – 07:00 PM Pitti Club, Costruzioni Lorenesi, First Floor

–

The multibrand boutique association at Pitti Uomo. Cocktail by invitation only.



Baldessarini

TIME 05:30 PM Palazzo Corsini Lungarno Corsini 10, Firenze

–

Fashion show. By invitation only.



Red Sox Appeal

TIME 06:00 PM – 09:00 PM Paszkowski Piazza della Repubblica 35r, Firenze

–

Cocktail party. By invitation only.



Brunello Cucinelli

TIME 08:30 PM Palazzo Borghese Via Ghibellina 110, Firenze

–

Dinner. By invitation only

Everything Else

Il Bisonte

TIME 05:00 PM – 10:00 PM Palazzo Corsini Via del Parione 11b, Firenze

–

Cocktail and presentation of Il Bisonte Mag and FW23-24 collection. By invitation only.

Gianni Lupo

FROM 5:30PM **Cibreo Helvetia & Bristol** Via de' Vecchietti 5, Firenze

-

Cocktail party and dj set. By invitation only.

Ixos X

TIME 06:00 PM – 08:00 PM **Ixos X** Via dei Tosinghi 14a, Firenze

-

Fabio Malloni presents the special project Ixos X to press. By invitation only.

Mirco Giovannini

TIME 06:00 PM **Hotel NH Collection Firenze Palazzo Gaddi** Via del Giglio 9, Firenze

-

Presentation of womenswear collection Knitwear Cloud Couture. Powered By Cristina Egger / Degorsi.

Salon of Excellence

TIME 06:00 PM – 08:00 PM **Palazzo Gaddi** Via del Giglio 9, Firenze

-

DeGorsi presents a selection of artisanal brands: Chiaia Napoli, Maison Siniscalchi shirts and Alberto Voglio pants. Viola Milano presents their latest luxury lifestyle, handmade accessories. Special feature - Morittu and Marchesini avant-garde bespoke tailoring capsule and Encarnacion couture jewelry. DeGorsi Gin Viola Martini cocktails. By invitation only.

Scarosso

TIME 06:30 PM – 09:00 PM **Helvetia& Bristol Firenze** Via dei Pescioni 2, Firenze

-

Scarosso&Friends. Cocktail. By invitation only.

Istituto Marangoni Firenze

TIME 10:00 PM **Space Electronic** Via Palazzuolo 37, Firenze

-

FUTURE_VERSE Party. Dj set: Boss Doms | Thomas Costantin. By invitation only.





2Star

TIME 09:00 AM - 06:00 PM Armeria, Stand A4

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Special guests at the stand Filippo Bisciglia e Pamela Camassa.

Federazione Moda Italia

TIME 11:00 AM Pitti Club, Costruzioni Lorenesi, First Floor

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Federazione Moda Italia for style, scouting and sustainability. Cocktail. By invitation only.

Istituto Europeo di Design

TIME 11:00 AM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

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Press conference. The development plan for the Florence IED. Speakers: Francesco Gori CEO of IED Group and Danilo Venturi Director of IED Florence.

Arbiter and Le mani di Napoli [The Hands of Naples]

TIME 11:30 AM Arbiter, Costruzioni Lorenesi, First Floor

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The Role of Masters. The association of Masters who hold the secrets of taste and true Neapolitan artcraft.



U.S. POLO ASSN.

TIME 11:30 AM Padiglione Cavaniglia, Stand 25

-

When sport meets fashion. Fiammetta Cicogna, with actor Roberto Ciufoli and Alessandro Giachetti, head of the FISE polo department, to talk about fashion, horses and sports.



Chateau Orlando

TIME 12:00 PM Sala delle Nazioni, Fortezza da Basso

-

A conversation with Luke Edward Hall. By invitation only.

GALLOTTI

Gallotti

TIME 12:00 PM Padiglione Centrale, Ground Floor, Stand K9/L10

-

Icons - instant painting. Craftmanship and innovation, to live the experience of Made in Italy and discover Gallotti's iconic research.

HERNO

Herno

TIME 12:00 PM - 04:00 PM Teatrino Lorenese

-

Presentation of the FC Barcelona uniforms. Special guest Carles Puyol.

Juicy Couture

Juicy Couture

TIME 12:00 PM Cortile del Teatrino

-

Special guest at the stand Elisabetta Gregoraci.



Suns Boards

FROM 12:30PM Padiglione delle Ghiaia, Stand 4

-

Presentation of the capsule collection Suns x FB Privé. Special guest Flavio Briatore.



Tombolini

TIME 01:00 PM – 03:00 PM Padiglione Centrale, Lower floor, Stand S2-6

–

Silvio Calvigioni Tombolini meets the press and presents the digital show. Light lunch. Special guest Calcio Storico Fiorentino, Pietro Cappelli and Athos Rigucci (Azzurri Santa Croce), Riccardo Lo Bue and Marco Casamassima (Rossi Santa Maria Novella). By invitation only.



Zsigmond

TIME 01:00 PM – 01:30 PM Sala delle Nazioni, Stand A2

–

Creatures of fire. See the journey from inspiration to garment and discover rare, original BUSO costumes from the countryside of Hungary.

The Art of Elegance

TIME 02:00 PM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

–

"Guida allo stile sartoriale maschile con test per mettersi alla prova" [A guide to men's sartorial style with quizzes to test yourself]. Written by Aldo Invitti di Conca, Founder Prata & Mastrale – House of Tailoring. With the author, Giulia Crivelli (fashion editor IISole24Ore), moderator Arianna Rosa (journalist).



Husky

TIME 02:30 PM – 03:30 PM Cortile Cavaniglia

–

Saverio and Alessandra Moschillo present the new collection Husky Original.



Stile Latino

TIME 03:00 PM Padiglione Centrale, Lower Floor, Stand V5/Z4

–

Cocktail. By invitation only.



S|Style

TIME 03:00 PM Arsenale, First Floor

-

Presentation.

tailors and artisans

they understood that we have to evolve!

TIME 03:00 PM Arbitr, Costruzioni Lorenesi, First Floor

-

Desire to renew, innovate, research ... New fabrics, materials, shapes, interpretations, needs, shoes, ties for a new but classic man.

BIKKEMBERGS

Bikkembergs

TIME 04:00 PM - 07:00 PM Sala della Volta, Fortezza da Basso

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Bikkembergs Reloaded. Bikkembergs returns to Pitti Uomo with a new format that presents the brand's new vision. Presentation by invitation only.

INCOTEX
BLUE DIVISION

Incotex Blue Division

TIME 04:00 PM - 06:00 PM Padiglione Centrale, Lower Floor, Stand R14-16

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Cocktail. By invitation only.



KNT Kiton New Textures

TIME 04:00 PM - 06:00 PM Piazzale Ghiaia, Stand 4

-

Hot Cuddle & Music. Performance By Dada. By invitation only.

Extra Elegance Award 2023

TIME 05:00 PM Padiglione Centrale, Ground Floor, Stand H1

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Award announcement by Class Tv Moda.



Jan-Jan Van Essche Designer Project

TIME 05:00 PM **Complesso di Santa Maria Novella** Piazza della Stazione 6, Firenze

-

Fashion show. By invitation only.



Manuel Ritz

TIME 05:00 PM - 09:00 PM **Rinascente Firenze / Spazio Torre** Piazza della Repubblica, Firenze

-

Pimp Up Your Varsity. The iconic Manuel Ritz varsity jacket customised live by the artist Miciolangelo.

Pierre Louis Mascia Special Event

TIME 06:00 PM - 08:00 PM **Palazzo Antinori** Piazza degli Antinori 3, Firenze

-

Fashion presentation. By invitation only.



AlphaTauri

TIME 07:30 PM **Manifattura Tabacchi** Via delle Cascine 35, Firenze

-

Aperitivo followed by dinner. By invitation only.

Le Mani di Napoli

TIME 08:00 PM **Golden View Firenze** Via de' Bardi 28r, Firenze

-

Dinner. By invitation only.



Firenze Made in Tuscany with Faliero Sarti

TIME 09:00 PM **Secret Location**

-

Firenze made in Tuscany new issue present Faliero Sarti. Party dj set. By invitation only.

Vain

Palazzo Finlandese

FROM 9:00PM Palazzo Pucci Via de' Pucci 2, Firenze

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Presentations at 9.30pm and 10pm. Party to follow. By invitation only.

ANTONY MORATO

Antony Morato

FROM 10:00PM Cinema Odeon Piazza degli Strozzi, Firenze

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Party. Dj set Cassy, special guest. By invitation only.

Everything Else

Istituto Modartech

TIME 04:00 PM - 08:00 PM The Social Hub Viale Spartaco Lavagnini 70, Firenze

-

Creative exhibition of outfits made by students in collaboration with companies in the district to look to the future of sustainable fashion. Cocktail party. By invitation only.

Pineider

TIME 05:00 PM - 09:00 PM Pineider boutique Lungarno degli Acciaiuoli 72r/76r, Firenze

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Pineider's Passions & Gaming. Cocktail party. By invitation only.

Pink Memories

TIME 06:00 PM - 08:00 PM Pink Memories Store Via della Vigna Nuova 14r, Firenze

-

Presentation of the new S/S 23 collection in the exclusive Secret Room.

Mizuno

TIME 06:30 PM - 09:00 PM Flow Run Piazza degli Strozzi 16r, Firenze

-

Party with dj set. By invitation only.

Cuoio di Toscana Club x Lovers

TIME 07:00 PM - 11:30 PM Palazzo Strozzi Piazza degli Strozzi, Firenze

-

Multi-sensory tasting inspired by the artcraft universe of the Consorzio. By invitation only.

Thursday 12 January

The Consulate general's award for cultural diplomacy to Bruce Pask

TIME 08:30 AM Consolato Generale degli Stati Uniti Lungarno Vespucci 38, Firenze

-

By invitation only.



Talk / Italia and Japan: bridging creativity and craftsmanship

TIME 11:00 AM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

-

A dissertation about the humanity of craftsmanship opposed to digital worlds in the difficult times we live in. Speakers Masafumi Suzuki, Hirofumi Kurino moderated by Gianluca Cantaro.

Identity and Fashion

TIME 12:00 PM Villa Favard Via Curtatone 1, Firenze

-

Polimoda presents a conversation with the fashion critic Eugene Rabkin about identity as it relates to fashion, concentrating in particular on genderless fashion and on cultural appropriation.



Zsigmond

TIME 01:00 PM - 01:30 PM Sala delle Nazioni, Stand A2

-

Creatures of fire. See the journey from inspiration to garment and discover rare, original BUSO costumes from the countryside of Hungary.

ROLF EKROTH

Rolf Ekroth

TIME 02:00 PM – 04:00 PM | Go Out, Sala della Ronda

–

Rolf Ekroth FW23 – Cut by Fiskars, Presentation & drinks.

G.B. Giorgini and the Origins of Made in Italy

TIME 02:30 PM UniCredit Theatre, Sala della Scherma, Fortezza da Basso

–

Presentation of the book by Archivio Giorgini edited by Gruppo Editoriale with the collaboration of Polimoda. With Antonella Mansi, Eva Desiderio, Gian Luca Bauzano, Massimiliano Giornetti, Neri Fadigati.

INCOTEX

Incotex Blue Division

TIME 04:00 PM – 06:00 PM Padiglione Centrale, Lower Floor, Stand R14-16

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Cocktail. By invitation only.



Doria 1905

TIME 07:00 PM – 09:00 PM Hotel Bernini Palace Piazza San Firenze 29, Firenze

–

Rock-Hat Man in Florence. Live session by Federico Poggipollini introducing "Federico", a new hat by Doria 1905. By invitation only.



Martine Rose Guest Designer

TIME 07:00 PM see invitation

–

Fashion show. By invitation only.



Martine Rose Party

FROM 10:00PM see invitation

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By invitation only.

Everything Else

A Fashion Revolution in A(u)ction

TIME 04:00 PM - 06:00 PM Accademia Italiana Piazza de' Pitti 15, Firenze

-

Charity auction of no gender creations made by students in support of Fashion Revolution Italy. Presents Marina Spadafora. Free admission by reservation, open to press.

Italian Fashion Cookbook

TIME 05:00 PM Kartell Via dei Pescioni 11r, Firenze

-

Presentation of the book by Vittoria Melchioni, dedicated to Italian excellences: fashion and food. 70 recipes of designers and models.

Worth A Visit



PITTIWAY: il nuovo tema dei saloni invernali di Pitti Immagine

-

All of us have the desire to restart, but choosing the right direction, orientation, and decision-making is not easy. Directions, stimuli, inspirations, and needs don't always align, and progress can't always be straight forward. We move, stop, and restart. Turn, swerve, slow down, speed up, surpass, stop. These opposite directions seem to guide our daily habits in a moment of great uncertainty, including a strong desire for momentum. As a result of taking primary and secondary decisions, we trace a path following a personal trajectory that combines emotions and experience with new tools, such as digital tools, biometric identities, and algorithms.

Under the creative direction of Angelo Figus, PITTIWAY interprets today's moods and aspirations. And it transforms them into the leitmotif for the pop jungle of visual information of the installations at the Fortezza da Basso, curated by architect Alessandro Moradei, and the video campaign directed by Leonardo Corallini, in which dancer Giampaolo Gobbi performs halfway between choreography and photo shoot.



New: the return of I GO OUT

Sala della Ronda

-

Pitti Uomo welcomes back I GO OUT, the section that interprets contemporary outdoor style trends for the best concept stores and most demanding e-shops. The Sala della Ronda hosts a broad range of international clothing, accessories, and outdoor living items capable of dialoguing with the urban context and experimental fashion. The most innovative products combine style and performance, functionality and design ambition, and blend an environmentally friendly philosophy and creativity inspired by travel and photography.



New: the SIGN

The new frontiers of lifestyle design at Pitti Uomo

Sala delle Nazioni

-

Pitti Uomo opens to the world of design and launches, in collaboration with communication agency Ghost Studio, the SIGN: a new special area dedicated to the most innovative and unexpected objects, furnishings, and style accessories. Select brands and names that inspire and offer fresh concepts and business ideas. With the emphasis on originality and innovation of its creative excellences, the special area is located in the Sala delle Nazioni and is part of the Superstyling section itinerary, showcasing the fair's experimental collections.



New: PITTI PETS

The fashion side of the world of pets

Polveriera

-

For the first time, Pitti Uomo is dedicating an exclusive space to accessories and lifestyle products designed for the animals closest to us. A special area staged at the Polveriera focuses on the world around dogs and cats, designed by Ilaria Marelli, the architect and designer who has worked with major international lifestyle brands. A new exhibition project that turns the spotlight on a selection of 15 brands revolutionizing the world of pets with their clothing, accessories, pet care products, objects, and homeware. This is a new feature with which Pitti Uomo aims to intercept a strongly expanding market segment and tell buyers and the press how fashionable leads and kennels can be.



The sections: FANTASTIC CLASSIC

Padiglione Centrale

-

The evolution of classic style in its most innovative and contemporary forms. A selection of brands that, reworking the more traditional codes of menswear, experiment with a continuous update of timeless themes, searching for unprecedented details and combinations.



The sections: FUTURO MASCHILE

Padiglione Centrale, Top Floor

-

A journey through the most evolved contemporary menswear. From an elegance that extends beyond the formal to a crossover proposal tailored for the lifestyle of today's man. Future Maschile continues to reinvent itself with each edition, presenting the casual attitude of conscious menswear.



The sections: DYNAMIC ATTITUDE

Padiglione Cavaniglia, Armeria, Furera, Padiglione delle Ghiaia

-

Reference brands that can blend sportswear and streetwear into their collections. Freedom and comfort become a daily mantra, translated into elegant designs, contaminated by vintage references but also innovative and energetic, with a technological soul.



The sections: SUPERSTYLING

Sala delle Nazioni, Arsenale Ground and First Floor

-

The search for new stylistic codes that anticipate trends. A selection of highly-creative international brands with out-of-the-box aesthetics and an experimental attitude toward materials, emphasized in gender-neutral cuts and no-season proposals.



S|Style

Arsenale, First floor

-

This is the sixth edition of S|Style, the Fondazione Pitti Discovery exhibition project curated by fashion journalist Giorgia Cantarini. In the Sala delle Nazioni, a special area showcases the most exciting global collections from young names and cool designers who operate eco-responsibly and bring together experimental styles and environmental issues.

The S|Style project is realized thanks to Pitti Immagine's collaboration with UniCredit, dedicated to the themes of sustainability and innovation.



SCANDINAVIAN MANIFESTO

Costruzioni Lorenesi, Ground Floor

-

The most innovative Nordic fashion scene finds its space at Pitti Uomo in the Scandinavian Manifesto exhibition project, one of the leading and most consolidated international collaborations at Pitti Immagine. Once again, at this edition, a selection of collections designed by reference brands and up-and-coming fashion designers from Denmark, Sweden, Norway, and Iceland renew the partnership between Pitti Uomo and Revolver Copenhagen, the reference fair platform for Scandinavian fashion brands. This edition also features the world premiere of the Atlas Works and Days collection, a brand launched by designer Raphael Godfrey that combines workwear and naval-inspired archival garments with innovative materials and techniques.



VINTAGE HUB

Lyceum, Ground Floor

-

Pitti Uomo 103 expands its itinerary to host a carefully curated selection of vintage archives dedicated mainly to the world of menswear. Vintage Hub, directly engaged with the Superstyling section, responds to buyers, the press, and fashion insiders' evolving needs by aligning with market trends and considering today's lifestyle.

J∞QUALITY FACTORY BRAND PROJECT

Padiglione Centrale, Top Floor, Stand A1

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This edition of Pitti Uomo sees the special participation of J∞QUALITY FACTORY BRAND PROJECT. The project brings together eleven J∞QUALITY-certified Japanese manufacturers that have invited Yuya Nakata of the POSTELEGANT brand as design director for the occasion. In a dedicated area inside Futuro Maschile, these excellences in Japanese craftsmanship present a series of garments that, in terms of materials, patterns, sewing specifications, and comfort, offer clothes designed to transcend time, generation, and gender differences to be loved forever.

Also, in collaboration with J∞QUALITY, United Arrows Group's "fashion oracle," Hirofumi Kurino, curated the New Chapter of Italia X Japan project. On stage is a capsule by Italian designer Aldo Maria Camillo of the Aldomariacamillo brand, produced by two Japanese manufacturers.

JLIA JAPAN LEATHER BOOTH

Sala delle Nazioni, Stand A16-20/B15-19

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JLIA (Japan Leather and Leather Goods Industries Association), which since 1986 has been specialized in promoting and developing Japanese leather goods, presents at Pitti Uomo the "JLIA Japan leather booth". The project brings six leather industry brand leaders whose collections are known for their high quality and design to the Fortezza da Basso.

HEROES. Timeless garments and styles

Padiglione Centrale

-

Pop culture heroes. Those who, starting from music, have left a trace, a sign, which has marked the costume, the imaginary, the fashion of an era.

Class Tv Moda

Padiglione Centrale, Ground Floor

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The first television of the fashion community opens its TV studio from the Fortezza da Basso for 10 hours of live coverage with news, interviews, previews, talks.

FILIPPO's pop up restaurant at Pitti Uomo

Padiglione Centrale, Top Floor

-

FILIPPO, the food and wine establishment renowned for its quality and deliciousness, is hosting a pop-up restaurant at the Fortezza da Basso during Pitti Uomo. FILIPPO will bring a complete offer, re-creating every aspect of the experience of its Pietrasanta and Forte dei Marmi restaurants.

Everything Else

Elliot Erwitte Photographs

Villa Bardini | Costa San Giorgio 2-4, Firenze

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Photographs offering a penetrating insight into the history and daily life of the 20th century through portraits of the world's great movie stars and powerful leaders, transcending the personalities themselves to reveal their intimate side, their humanity. Promoted by the Fondazione CR Firenze and the Fondazione Parchi Monumentali Bardini e Peyron, curated by Biba Giacchetti, in conjunction with Sudest57. On display until January 22, [info and tickets](#).

Olafur Eliasson: Nel tuo tempo

Palazzo Strozzi | Piazza degli Strozzi, Firenze

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The largest exhibition in Italy to date exploring the art of Olafur Eliasson, one of the most original and visionary artists of our time. On display till January 22, 2023. [Info and tickets](#).
