

THE FESTIVAL

Walking on the fashion week kicks off Pitti

The guiding theme chosen for salons Florentines in January is "Walkabout." To indicate the size of research and exploration of always travel on foot inherent in the attitude of those who make fashion. Until Friday

by Laura Antonini



FLORENCE - Which way will the men's fashion for next season? To indicate new trends 13 to 16 January 2015 edition of Pitti Immagine Uomo 87 on stage in Florence. The reference event for men's fashion leads to the Fortezza da Basso and around town - with a swirl of events in the bridge from Monday with [the final evening of the festival dedicated to fashion bloggers Luisa Via Roma to the Tobacco Factory](#) and Event [Giancarlo Giannini and Peppe Servillo in Palazzo Spini Feroni](#) headquarters of Maison Ferragamo for the launch of the first Ferragamo's Creations man - the best of brands and companies that talk about the new classic and emerging current style luxury underground.

This year's theme is Walkabout

It is no coincidence if the guiding theme chosen for salons Florentines in January is "Walkabout". To indicate the size of research and exploration of always travel on foot inherent in the attitude of those who make fashion. "Walking for the sake of it - says Agostino Poletto, deputy general manager of Pitti Immagine - to see, think and experience the world, alone or in company. For sport or because walking - or talk about it - it is fashionable. Today more than ever an expression of lifestyle, walking also evokes her outfit: a hymn to multiformity technique, use and style of clothing and the centrality of its accessories. With a set design by Oliviero Baldini, the Fortezza da Basso will turn into a mixed terrain of experience and different paths, between Halls illustrated guides, plant geography, application and other devices. " To celebrate the guiding theme of Tuscany Leather with Pitti Immagine has thus given rise to special installation "Words of Walking". In Cavedio Main Pavilion visitors will find a collection of artistic salons man of famous phrases and words inspired by the concept of walking, from Hippocrates to Pasolini, from Confucius to Herman Hesse, curated by Fabiana Giacomotti. While in three other areas of the Fortress - Arsenal, outdoor courtyard between the Main Pavilion and Cavaniglia and Lounge of the Main Pavilion - will become special points "fitness" thanks to the "Official Social Walking" (produced by BBC and Technogym) that puts visitatoti available to a number of treadmills and, for each kilometer traveled, will donate a portion of Emergency.

Among the stand

This edition of Pitti will guide visitors and international buyers also looking for the best of the latest trends pushing even know the creativity emerging from many different countries of the world. In the new location 'Archives' will be staged on the new project Unconventional, linked to the styles luxury underground - collections from the strong personality of 20 fashion brands coming from Canada, Turkey, Russia and Japan, and thanks to an agreement between Pitti Immagine and Liberty Fairs , salons US created by Sam Ben-Avraham part the project "Born in the USA" that Florence will introduce 22 of the leading brands and products were born in America. Only one of three similar projects with which the Florentine Fair is a candidate with this edition of January to become a great place to promote creativity foreign. Together with Born In The USA is in fact expected Swedish brands thanks to a collaboration with the Business and VisitSweden Sweden, and the cream of the new designers of Southern chorea protagonists project Korean Spot.

The parades

Among the protagonists of the event , the parade **January 14** the Tuscan brand Peutery (from 17 to 20) to Customs and to 21 is expected the **fashion show of the American brand Hood By Air** . Created by Shayne Oliver in 2006 and based in New York, Special Guest of Pitti Uomo number 87 will march to the Villa di Maiano to 21. Space art and fashion **Thursday 15** from 15 hours when the museum director Olivier Saillard Paris Fashion and actress Tilda Swinton will give life to the performance Cloakroom Saloncino della Pergola, inviting guests to lend their clothes for a new interpretation of their wardrobe. While the 16 Cinema will Alfieri footwear futuristic Alberto awards the protagonists of the scene. Finally in the evening (21 hours) at the Museo Marino Marini is awaiting the **parade at the invitation of the fashion house Marni** , called by Pitti Menswear as guest designer for this edition.