

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS

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## BUSINESS NEWS



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### WHAT TO EXPECT FROM PITTI UOMO F/W 2015-16, KICKING OFF TODAY

Pitti Uomo is at the ready presenting novelties and new trends for menswear, sportswear, jeanswear, streetwear and accessories for f/w 2015/2016 from today until Friday, January 16.

Many events, shows, inaugurations, cocktail parties and exhibits are welcoming the eccentric and inspiring international crowds flooding the most beautiful Florence locations and Fortezza da Basso pavilions.

#### **An international vision**

Despite the recently announced cancellation of the Russia Guest Nation project, the show continues to host projects focused on international fashion brands. In addition to the already announced Born in the USA pavilion in collaboration with Liberty fairs (read our previous coverage here), Swedish Spot 2015, a section presenting seven Swedish essential design menswear brands, is debuting. Also cool are some young Korean brands part of the Korean Spot selection of Made in Korea brands. Always focused on international brands is "Fashion in Evolution. A Turkish Leather Story". This project is focused on Turkish leather and accessory brands and also presents a special collection designed by Italian accessory specialist Andrea Incontri.

### Novelties on show

Among special debuts Pitti is presenting Prince Tees, a special luxury T-shirt line born from a collaboration between Prince Emanuele Filiberto of Savoy and entrepreneur Enzo Fusco. "K 100", Nigel Cabourn's capsule collection, will debut, while new entries and re-entries include Canadian outerwear brand Nobis, British knitwear specialist Pringle of Scotland, celebrating its 200th anniversary, plus Italian outerwear brands Elvstrom and Tucano Urbano, which for the first time is offering a more urban-minded collection. Rossignol, after the entering of the fashion-involved fund Sandbridge, is launching a new more urban-minded collection designed by a pool of fashion designers who have revisited the brand's iconic heritage according to a more urban spirit. Husky will announce its relaunch supported by entrepreneur Saverio Moschillo. The special limited edition capsule collection Invicta – Oriental Obsession is also debuting from Florence's Luisaviaroma prestigious store. This 50-item collection reinterprets the well-know functional backpack brand with a glamour touch. Pinko is also launching a special footwear capsule collection, while Clarks and the Victoria&Albert Museum are launching a special Desert Boot model celebrating their common 190th anniversary. C.P. Company has redesigned its Goggle jacket by employing a high-density water-proof nylon and detachable inner lining, collar and hood with goggles.



### Denim, never so cool

Many brands and special denim projects are debuting and presenting their new collections from the Fortezza. At the very entrance of the show, the US sophisticated project Artisan De Luxe, coordinated by creative director Philippe Naouri, is characterized by a mix of vintage and Japanese elements plus very unique washes. Also new is the Massaua denim project, which is characterized by careful tailor-made techniques with sophisticated indigo toiles. G-Star is presenting two new denim developments – Restored Denim, obtained by employing mended ripped denim garments, and Slender Denim, a new stretch denim employing more fibers melted together. Gas presents a series of Made in Italy denim items with thermo-sealed selvedge. Other denim brands participating include Nudie Jeans and Jeckerson – debuting for the season – together with Roy Rogers, Meltin'Pot and 2W2M.

### Hybridizing fashion

Opposites attract and unexpected reciprocal influences can give life to unique products as is happening for the f/w 2015/2016 season. La Martina launches a special Polo-Duvet model celebrating Maserati's 100th anniversary. This special short-sleeved polo shirt is padded with a cashmere highly insulating material. Crocs is launching its Dash Forward, a clog model taking inspiration from the slip-on sneaker model. It also launches a special model in collaboration with Woolrich. Pringle has reinterpreted knitwear for a series of innovative outer jackets. One of them is a raincoat carrying Aran knitted motives on one side and jersey on the



reverse side. The New Era cap brand launches a special Herringbone capsule collection including baseball cap models with herringbone fabric details and other knitted accessories carrying the same characteristic pattern.

#### Events for all tastes

Opening the show's whirlwind of events, at the eve of Pitti Uomo, on 12 January, Luisaviaroma will celebrate the 10th edition of its fashion bloggers festival Firenze4ever and an event by Salvatore Ferragamo dedicated to menswear elegance, hosting actors Giancarlo Giannini and Peppe Servillo.

Among events happening on 13 January the joint collaboration between Colmar Originals and IED is debuting, involving photographer Oliviero Toscani. The newly redesigned North Sails store is opening (also see our previous report). G-Star inaugurates its new Florence store, while Roy Rogers host a shoeshiner in his store for a special event. Phard & Zu Elements offer a cocktail, O.X.S. launches a special model shoe while Maserati celebrates its 100th anniversary in collaboration with La Martina.

On 14 January Peuterey will present a special performance-event.

Among the events taking place on 15 January evening there are the Marni menswear show, the Hood by Air event and the Cloakroom performance hosting Olivier Saillard and Tilda Swinton.

#### Some numbers for this edition:

- 1,115 exhibitors/brands, out of whose 483 from foreign countries (43% of the total)
- 59,000 square meters of exhibiting space
- 12 pavilions, in addition to the main Pitti Uomo exhibiting space: Make, Pop Up Stores, Pop-Eye, I Play, Urban Panorama, My Factory, Futuro Maschile, Touch!, l'Altro Uomo, The Latest Fashion Buzz, Unconventional
- 30,000 total visitors (over 20,800 of them were buyers and 7,800 were foreign buyers – 37.5%) during the Winter 2014 edition

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