



## UKFT Report

Pitti Uomo  
10<sup>th</sup> – 13<sup>th</sup> January 2017

This edition of Pitti Uomo was anticipated by many with some concern. Menswear and fashion retailing in Italy have been depressed for some time, it was feared that further terrorist attacks in Europe might keep US and Japanese buyers away and the dual and unknown effects of Brexit and the presidency of Donald Trump made for a worrying prelude to the season. However, in spite of this, to everyone's delight the 91st edition of Pitti Uomo took place in a general atmosphere of optimism.

According to the organisers' official figures, some 24,300 buyers attended the fair, from more than 100 different countries, with the total number of visitors totalling around a record 36,000 visitors. Thus, Pitti Uomo reconfirmed its position as the most important international menswear show.

There were approximately 100 UK exhibitors at the show, 17 of which received TAP grants from the Department of International Trade through the UK Fashion & Textile Association. Once again this year, the UK was the largest international group after the host country, closely followed by France. Another 10 new brands came to visit the show from the UK with a view to apply to participate in June 2017 or January 2018.

The show organisers were delighted with the attendance at the show, as were most of the exhibitors. Raffaello Napoleone, CEO of Pitti Uomo commented: "We are truly pleased with this edition of Pitti Uomo. The most important thing is the widely positive feedback we have received from the majority of exhibitors and top international stores and sales outlets. With regard to buyer attendance, we are obviously very satisfied with the foreign participation which confirmed the very high levels recorded at the last winter edition (around 8,800) and all in all, I think that the Italian results were good as well (-3.5% compared to January 2016). Here at Pitti we work hard to transmit energy, optimism and ideas – and we are being fully repaid in kind: what more could we want?"

After Italy, the largest number of visitors came from Germany, Japan, the UK, France, Spain, the Netherlands, China and the United States. Russian attendance was up by an impressive +14%, as was Ukraine. Conversely, there was a big drop in numbers from Turkey (-31%). The main Eastern European and Northern European markets were up: Sweden +13% and Denmark +8% and Canada, Israel and South Africa also did very well. On the downside were Ireland, India, Mexico and the United Arab Emirates but the Southeast Asia area in general, featuring strategic countries like South Korea, Hong Kong, Taiwan and Singapore remained stable.

The buyer figures for the Pitti Uomo top 20: Germany (897 buyers), Japan (801), Spain (693) United Kingdom (666), Netherlands (500), France (415), Turkey (384), China (353), Switzerland (340), United States (278), Belgium (275), South Korea (264), Russia (208),

Sweden (195), Greece (172), Austria (163), Portugal (156), Denmark (137), Canada (103) and Hong Kong (79).

Of particular importance to the UKFT Brits In Florence group was the PS by Paul Smith installation at the Dogana, attended by Sir Paul himself and HE the British Consul General Mr Tim Flear. UKFT was delighted to work with the Consul General and to accompany him on his visits around the show, presenting established exhibitors including Tateossian, Henri-Lloyd, Aquascutum and Richard James Savile Row, Marcus De and many others Mr Flear also visited the nearby Pitti Uomo installation of UK designer Christopher Raeburn, showing at Pitti for the first time.

With the notable exception of the #PittiDanceOff installation outside the main entrance to the show, all of the Pitti Uomo installations and events were to the highest standard and were extremely relevant to the menswear market. As always, all of the show areas were well presented with high quality collections and displays throughout. This is important as Pitti Uomo sees itself as a trend show rather than a commercial one. It seeks to give buyers and press a flavour of the best of the menswear industry without necessarily including all the brands. It is therefore very selective and a waiting list exists for space. The show is laid out according to merchandise style and image, with Pitti Uomo doing very good of deciding which brands to showcase where, from the classic brands in Salone M and the Central Pavilion, to Make where the story is all about European craft, to Touch, iPlay and the Nazioni with its major brands and the Open, l'Altro Uomo and Unconventional with creative brands and designers.

International buyers always love this show.

**Luke Mountain, Buying Manager, Formal, Casual, Shoes, Selfridges, London:**

“The best Italian tailoring brands, the most contemporary streetwear, Japanese avant-garde. Pitti Uomo is an important fair because it offers the most complete proposal”.

**Victor Michel, Assistant Manager, Creative Club 21, Singapore:**

“For my first trip to Pitti Uomo I decided not to plan anything. I just wanted to walk around the various fair sections and discover them little by little. My impressions? A perfect blend of past and present, classic and contemporary”.

**Herbert Hofmann, Head of Buying and Creative Director, Voo Store, Berlin:**

“Pitti Immagine is a fair that continually renews itself. Once again on this occasion it offered an excellent opportunity to discover new brands as well as to place the first orders of the season. The key to its fresh approach lies in the research.”

**Alper Uzel, Managing Director, Shopigo, Istanbul:**

“Pitti Uomo is big but it is not intimidating because everything is divided according to trends and styles: with just one glance it is possible to obtain a good perception of what will be the cornerstones of the next season. I found some very interesting names in the Unconventional and Open sections – cutting edge areas, very experimental – and wonderful special events, like the PS by Paul Smith performance and the Tim Coppens catwalk show.”

**Cindy Chiu, Assistant Buyer, Project Aegis Co, Shanghai:**

“The atmosphere was truly vibrant. A very interesting mixture. One of the aspects that struck me the most was the great internationality of the brands. The presentations by Lucio Vanotti, Golden Goose Deluxe Brand and Paul Smith were stunning.”

The show organisers do a great job promoting the show and making sure that key buyers and press visit. Once they are there, it is up to the collections and companies themselves to shine and it appears, this year that is exactly what happened. Almost without exception, exhibitors were very pleased with the show. The cold weather kept most of the buyers in the warm with the collections and at certain times of the show there was a real buzz. Italian buyers were very upbeat and certainly in evidence but many of them appeared to be coming into Florence for the day, leaving some of the bars and restaurants in the city a lot quieter than usual. For most, the real stars and their main reason for being there, were the buyers from Japan, Korea and the US, who were much in evidence. Some of the companies also reported excellent interest from Germany, Belgium and Holland. Whilst traditionally this is more of a ‘look-see’ and meeting show and less of an order writing show, many of the UK companies said they had taken some important orders at the show.

The UKFT stand was located in Salone M and welcomed over 100 visitors including a number of key international buyers, agents and tradeshow organisers from around the world.

Some of the international brands commented -

**WP LAVORI IN CORSO - Cristina Calori, founder and president:**

“An excellent edition with great attendance and very high quality of the contacts called in. It is increasingly less a fair, in the sense of a sales platform, and more and more a 360° fashion rendezvous, a showcase for learning and making oneself better known.”

**HERNO SPA - Claudio Marenzi, President and CEO:**

“An excellent edition. There was always a very high level of attendance at our stand and of great quality. As usual the buyer presence was particularly diversified: a lot of Europeans in the early days, then the big oriental and American groups.”

**LARDINI - Andrea Lardini, President:**

“A more than positive edition marked by the growth of the Asian market and the recovery of the US one. In every corner of the fair there was an atmosphere of great optimism which makes us anticipate an improvement in business for Made in Italy in 2017 despite our country’s continuing uncertain economic trend”.

And the views of UK exhibitors were also largely positive and upbeat:

**CLARKS ORIGINALS - Andrew Rogers, Group Product Director:**

“Pitti Uomo is a showcase and driver of business at the same time, one of the best fair events in the world. At this edition we noted the strong growth of the Asian market which is very important for us and, in general, the extraordinary participation of members of the trade, including a lot of qualified journalists”

The other UK companies generally agreed -

**Tom Smarte London – Allon Zaloof, Creative Director :**

"The latest edition of Pitti was nothing short of phenomenal. It far exceeded expectations and previous experiences, which were already very positive. Over the course of the 4 days, from start to finish, we had a steady stream of high quality buyers. We saw all our regular customers from Japan and elsewhere as well as new ones from the UK, Europe, China, USA, the Middle East and Africa. Very encouraging."

**NPS Shoes Ltd. - Christian Castle, Managing Director:**

"We thought that Pitti Uomo January 2017 was very well attended by a good standard of genuine buyers with an appetite to test new products and brands. We believe it is the best fashion and footwear exhibition international, with very strong brands and accordingly footfall. We certainly intend to continue to exhibit at the show in June."

**Hardy & Parsons - Maurice T. Greig:**

"This was a truly great show, very international with plenty of serious buyers. Location-wise we couldn't have asked for better. The Pitti staff were helpful and courteous and the show had excellent facilities. We will definitely want to be back in June."

**Chrysalis England - Neil B Harrison:**

"Pitti Uomo was good for Chrysalis. We saw more orders, contacts and follow ups than in recent Shows, plus new business from China and Japan. Positive signs!"

**Tateossian - Robert Tateossian, Managing Director:**

A very good show with very strong international attendance particularly on the second day – with interest being shown in the entire range.

**Paul Alger, Director of International Business Development, UK Fashion and Textile Association (UKFT) commented:**

"This has been one of the busiest editions of Pitti Uomo I can remember. Lots of positive news from the exhibitors, many writing orders and substantial interest from new UK companies for the next show. We shall have to use our determination, key contacts and every ounce of charm we can muster to continue to get space at the show for new British companies as the waiting list grows with each season".

**For information about applying to exhibit at the June edition  
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