



**The energy of Pitti Uomo and Florence gives courage  
to the fashion industry,  
and launches new men's fashion proposals  
for the international market.**

**The turnout data is very positive:  
the trade show's figures report over 11,900 buyers  
with foreign buyers at +24% and Italian at +6%,  
with over 17,000 total visitors.**

**Overall, foreign buyers represent 43%,  
with a strong return of Asia.**

"The data on final turnout, **with Italian buyers up by 6% and foreign buyers by 24% compared to June 2022** – **proudly says Raffaello Napoleone, CEO of Pitti Immagine** – reward the commitment and ability of renewal shown by the 825 exhibitors of this Pitti Uomo and confirm the show's recovery path, which is gradually returning to its pre-crisis dimensions. This is also confirmed by the many initiatives and events in the city in recent days, which numbered over 110 special events. It's not just a matter of numbers: the quality of the buyers was high, the best were seen at the Fortezza, motivated and willing to bring customers in their shops and department stores. The central point of the 104th edition of Pitti Uomo, beyond the consolidation of the European figure, is **the return of Asian professionals, which overall reached 700 attendances**: coming not only from the three main markets – Mainland China, South Korea and Japan – but also Hong Kong China, Taiwan, Singapore, Thailand, Vietnam, Indonesia, India and Pakistan. I take this opportunity to thank the ICE - the Italian Trade Agency, which has allowed us to strengthen the incoming program of buyers and media from abroad and has also provided us with invaluable intelligence on new markets".

At the end of Pitti Uomo 104 (13-16 June 2023), the final turnout reached over **11,900 buyers** in absolute terms, representing **over 5,150 sales and distribution companies** (boutiques, retail, multi-brand and department stores, chains, e-commerce platforms). **Italian buyers accounted for over 6,700 admissions (+6%), foreign buyers were about 5,200 (+24%) and represented over 43% of the total.**  
**The total number of visitors to the Fortezza exceeded 17,000.**

The 15 foreign main markets present at Pitti Immagine Uomo 104 are, in order: **Germany, Great Britain, The Netherlands, Japan, Spain, Turkey, USA, Switzerland, France, China, Belgium, South Korea, Austria, Russia, and Portugal.**

"It is a season to face with courage - **comments Antonio Dematteis, at his first Pitti Uomo as president of Pitti Immagine** - as well as with energy and determination. Above all, I am happy for our exhibitors, for my colleagues, who have done a great job in terms of new materials and style and who continue to believe in the trade show. I am also very satisfied with the response from Italian distribution which, despite the understandable prudence, is present in strength, starting with its first lines, in those specialized stores that set trends all over the world. The Pitti team never stops researching and scouting, adding services, putting together special events and working on a strong communication. These results are also a reward for them, even if everyone, starting with myself, knows how far there is still to go. And Florence – thanks to so many popular events – is once again a cheerful and feverish swarm of voices, faces and colours, a source of inspiration for any event based on human relationships. I also want to thank UniCredit, our main partner, whose contribution is of great importance, not only to support the show's investments, but also because their experience is fundamental to analyze the state and prospects of the industry".

"There were many elements of novelty in this edition of the trade show," **concludes Agostino Poletto, general director of Pitti Immagine**, "and it seems to me that they have been greatly appreciated. The



# PITTI IMMAGINE UOMO

international scope has been reflected not only in the presence of global buyers but also in the numerous projects and collaborations at the Fortezza, which have brought together young designers and creatives from around the world, thanks also to the support of the CR Firenze Foundation. From Japan, with the J Quality Factory Project, to Chuulap, the designer from South Africa, to the emerging Detroitissimi brands from Detroit-Michigan, Scandinavian Manifesto representing northern Europe, and even China with the knitwear talents presented by Consinee. The ten emerging designers of S | Style achieved well-deserved success for their responsible fashion, featuring an exceptional partnership with Kering MIL, a research center dedicated to reducing environmental impact. Then, the events program garnered great participation and media coverage: from the prestigious fashion show of FENDI, which chose Pitti to present its new collection and its new facility located near Florence, to the eclectic creativity of Guest Designer Eli Russell Linnetz from California, who brought not only his very first runway show to Florence but also left his mark with the installation 'Make Believe' at the Fortezza, created with the special contribution of the Chamber of Commerce of Florence. Additionally, the many different events scheduled at the Fortezza and in the city, many of which were the result of investments by exhibiting companies. It was a Pitti Uomo where companies, buyers, journalists, and all the professionals who came to Florence truly embraced the invitation to 'Play your Game at Pitti,' the theme of this edition."

*special grant*

[madeinitaly.gov.it](http://madeinitaly.gov.it)



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



*main partner*

