



With only a few hours left until the close of Pitti Uomo 107, nearly 13,300 buyers have already been recorded, including approximately 5,000 from international markets. Compared to twelve months ago, it is primarily these international buyers (+6,5%) driving this energetic edition of the fair, while attendance from Italy remains (at least) stable. The total number of visitors reached approximately 20,000.

A positive and important signal for the global men's fashion industry and for the entire Made in Italy ecosystem

"We needed a start like this," **said Raffaello Napoleone, CEO of Pitti Immagine**, "to break out of the climate of anticipation and uncertainty. Most of the credit, needless to say, goes to the exhibitors: first, because they renewed their trust and investment in the event; second, because they brought collections characterized by exceptional production quality, stylistic research, and numerous innovative elements. Last but not least, it seems to me that many price lists reflect a balanced relationship between properly valuing materials and craftsmanship and aligning with the cautious approach currently expressed by consumers."

With a few hours remaining before the conclusion of Pitti Uomo (January 14–17, 2025), the final attendance figures confirm the forecasts shared yesterday: **Italian buyers totaled approximately 8,300**, maintaining the same levels as last year, while **international buyers reached 5,000, marking a +6.5% increase**. Overall, the **number of buyers is expected to reach 13,300, with total visitors nearing 20,000**.

All **major international markets have shown growth**, with double-digit increases from Spain, Japan, Belgium, and the United States. Buyers from Northern and Eastern Europe have also performed exceptionally well.

The countries leading in attendance are **Germany, Spain, the United Kingdom, the Netherlands, Turkey, Japan, the United States, France, Switzerland, Belgium, Greece, Russia, Austria, Portugal, South Korea, China, Sweden, Canada, Poland, Ireland**.

"Walking through the halls and corridors, I've encountered a lot of satisfaction among exhibitors," added **Agostino Poletto, General Director of Pitti Immagine**. "This is due not only to the quantity and quality of the buyers but also to the fair's very identity as a global platform for exchanges and an irreplaceable channel of communication, particularly at this critical point in the sales season. I also appreciate that many exhibitors have spoken in terms of the broader system, rather than focusing solely on individual businesses. There is a sense of solidarity that I have rarely felt this strongly."

The event garnered significant **media attention, received highly positive feedback, and saw strong participation** in the special events, nearly ninety scheduled appointments, and international projects showcased both at the Fortezza and across the city. Among the many highlights, the fashion shows by this edition's Guest Designers were particularly well-received: **SETCHU at the Biblioteca Nazionale Centrale** and **MM6 Maison Margiela** at the Tepidarium del Roster.

Florence, January 17, 2025

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