Luxury brands come to Pitti Uomo 90

By Dominique Muret - June 14, 2016

Pitti Uomo is fast becoming one of the coolest destinations of the season. From sportswear brands to smaller niche labels to luxury maisons, everybody wants to be in Florence during the men's fashion trade show.

Pitti will open its doors on Tuesday, June 14, in the presence of Italy's minister for Industry and Economic Development, Carlo Calenda. It's a marathon event running until Friday June 17, and now in its 90th edition, Pitti Uomo is attracting more luxury firms, setting the stage for an intense and glamorous week.

Cartier, the leading jewellery and watchmaker, is participating for the first time in Florence. A symbol of French luxury, now owned by Swiss group Richemont, Cartier will invest in the Palazzo Gondi, an imposing 15th-century palace located in the heart of Florence. It will be renamed, Palazzo Drive de Cartier, to mark the occasion.

Here, the maison will present its new show Drive and lifestyle universe Homme. Running from June 14 to 16, there promises to be animated and quiet moments, throughout the three days.

The Florentine elite will also attend a gala dinner invited by the CEO of Cartier Italy, François-Marc Sastre, according to reports by local newspapers.
Italian brands aren't missing out on the action either. Prada is coming to Florence with at least two events planned. First of all, it will present - in its Via Tornabuoni boutique - a project called Dis-dressed, a series of photos taken backstage by Willy Vanderperre during the men's and women's shows held last January and February.

The photo gallery, already unveiled on the brand's website and Instagram account, will present for the first time in public in Florence. It marks the first step in an event tour, which will drive it across the globe.

Meanwhile, Prada will present a press preview of the painting The Last Supper by Giorgio Vasari, fully restored.

The sixteenth century masterpiece, ruined by a deadly flood that ravaged Florence on November 4, 1966, comes back to life thanks to the brand's sponsorship and the tireless work of Opificio delle Pietre Dure. The former royal manufacturer, created by Ferdinand Ier de Médicis in 1588, it became one of the most renowned restoration firms in the world.

Finally, Salvatore Ferragamo will host a closed press conference at Pitti Uomo on Friday June 17, for the launch of a collaborative project with the municipality.

The brand revealed its involvement in sponsorship initiatives aimed at preserving the heritage masterpieces of Florence.

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