

### Pierre-Louis Mascia presented his first runway show

Pierre-Louis Mascia presented his 2025 Spring/Summer collection during a runway show-event created in collaboration with Pitti Imagine. The French designer, who has shown at Pitti Uomo for several seasons, introduced the world to his diverse aesthetic with a runway show-event held in an exotic location on June 13, 2024. I am very happy to present my collection in this format, which is new for me, at Pitti, the fashion event that has been fundamental to the launch of many of my collections over the past sixteen years. It was a great opportunity to express my love for beauty and my creative vision that incorporates nature, culture, art and fashion — Pierre-Louis Mascia.



### Menswear Collection by Guest Designer Marine Serre

Marine Serre, Founder and Creative Director of the brand of the same name, was the guest designer at Pitti Uomo 106. Born in 1991, one of the most interesting talents of Paris Fashion Week, the French designer presented a fashion show-event in Florence on the occasion of Pitti Uomo in which she presented her new menswear collection. Marine Serre said - I was really excited to present my show in Florence. It was an honor for me and my team to be the guest designer of Pitti Uomo this season. We were intrigued by the idea of bringing the essence of Marine Serre to Florence, mixing craftsmanship in our own way and shaking the lines of what is expected, bringing imagination at the service of change.





## Special event Paul Smith returns to Pitti Uomo

Paul Smith chose Florence and the Pitti Immagine Uomo stage to present the new Spring/Summer 2025 collection. The British designer presented a special event for the opening day of his 106th edition. Since the company's beginnings in 1970, Paul Smith has been synonymous with the suit. Helping to reinvigorate men's tailoring, Paul was part of a new wave of designers who took a playful approach to the well-established tenets of formal clothing, creating something unprecedented while paying respect to the past. And it's with this in mind that Paul Smith announced its return to Pitti Immagine Uomo, an event which had a particular reverence for tailored clothing.



## Ten menswear brands, Kering MIL present innovative collections focusing on circularity

Each designer will present a look based on the theme of this edition: circular luxury. This involves using the expertise and know-how of selected producers to create specialized supply chains and networks for the production of high-quality recycled textile materials mixed with virgin fibers aligned with Kering's Sustainability Standards. The materials range from denim, jersey, canvas, and twill, and include those derived from agricultural waste to pre- and post-consumer textiles, from mechanical to chemical recycling, featuring both open loop and closed loop systems, from cotton to polyester, with the goal of proposing "the best in class" in circular textile solutions.

