

# PITTI UOMO

## FLORENCE, ITALY



**Pitti Immagine** is an Italian company devoted to promoting fashion worldwide. It organizes international fairs and events that cover all areas of fashion and lifestyle (now including food and fragrances). The company's origins date back to the early 1950s when the first fashion shows were staged in the Sala Bianca in Palazzo Pitti, Florence. Among its trade events, Pitti Immagine Uomo is the worldwide leading show for contemporary menswear and lifestyle trends.

[www.pittimmagine.com](http://www.pittimmagine.com)

### TREND: ATHLEISURE

The classic wardrobe for men is expanding with clothes designed for leisure. Tradition meets high-tech fabrics; the classic look embraces the sporty. New proportions emerge, inspired by winter sports.

#### Styles:

- \* Waterproof parkas
- \* Padded vests
- \* Tech trousers/coats combining knits and elastane and other tech fabrics
- \* Super-light and supple mid-ankle knit sneakers

### TREND: TAILORED KNITWEAR

The boundary between woven blazers and knitted items is becoming blurred. The 'handmade' look is flourishing in tailoring.

#### Styles:

- \* The knitted jacket is increasingly important: single- or double-breasted, unlined and soft for a cocoon look and feel
- \* Traditional jackets have softer shapes and volumes – also with a nod to leisure
- \* Turtlenecks, cardigans, V-neck pullovers and vests in contemporary looks but with a flair that starts in the 1930s and extends all the way to the sixties
- \* Embossed mohair and silk cardigans
- \* Ribbed vests

#### Fabrics:

- \* Baby alpaca
- \* Wools with a techno texture

### TREND: HI-TECH MOUNTAINEERING MEETS URBAN MINIMALISM

The urban nature trend is evolving. From outerwear to backpacks to sneakers, we see sturdy, washable and lasting collections made with environmentally



Beyond Closet (image by Giovanni Giannoni)

sustainable and recycled materials in colors that recall natural landscapes.

#### Styles:

- \* Oversized volumes inspired by journeys to high altitudes
- \* High performance, super-warm weatherproof garments with inside pockets for devices, and details from skiing and snowboarding gear made of elasticized fabrics
- \* The padded vest is once again a must-have item
- \* Tech influences also extend to fisherman's rib wool parkas complete with visible heat seal tape and scuba or neoprene details



### TREND: A FUR COMEBACK

Another strong trend for A/W 2018 – mostly in womenswear and childrenswear, but also in some menswear look details – is fur, be it original or eco. The fluffy coats offer tons of texture, provide insulation and come in a surprising number of colors and styles.

#### Styles:

- \* Classic peacoat
- \* Duster
- \* Moto shapes

#### Colors:

From tan and ivory hues to more vibrant shades