

Fashion Week in Florence



This week and next are Florence Fashion Weeks. The city is in a social, creative and commercial ferment for the Pitti Immagine Uomo, Pitti W and Pitti Immagine Bimbo (respectively men's, women's pre-collection and children's clothing) trade fairs. Top name designers will be unveiling their new collections, in addition to daily fashion shows and many by-invitation-only gala events held in historic palaces.

From Tuesday, June 18 through Friday 21, the streets will be teeming with stylishly dressed buyers and the press in town to attend the 84th annual Pitti Immagine Uomo, previewing men's fashion collections for spring/summer 2014. Over 1000 brands, mainly Italian, but also English, German, American and Japanese, will be represented at the Fortezza da Basso convention headquarters.

Pitti W, the women's pre-collections show featuring innovative and sophisticated fashions will be held concurrently at the same venue, which also reflects the event's theme, design in motion. Installations at the Fortezza will range from vintage motorcycles and biker jackets to clothes with a clear biker style influence.

In continuing the tradition of spotlighting new stars in fashion design and marketing, this year the featured guest nation is Turkey. A collection entitled "Gentlemen of Istanbul: 7 Gentlemen by 7 Designers from the City of 7 Hills" will showcase up-and-coming Turkish designers. Also on the program is the global premiere of Saks Fifth Avenue of New York menswear collection.

While the trade shows at the Fortezza da Basso as well as private parties are closed to the public, all are invited to an outdoor performance event for aspiring comic artists organized by Ferragamo and Lucca Comics in piazza Santa Trinita (Wednesday 19).

Visitors are also welcome at the "pop-contemporary garden" composed of 2,500 colorful, acrylic water pitchers and complete with benches in the purely Renaissance Piazza Strozzi (through July 5). Created by Alessandro Moradei for designer [Mario Luca Giusti](#), noted for his use of plastic in home accessories, the re-visited Italian Renaissance garden is outlined in green representing the traditional boxwood hedges, with the classic geometric patterns re-interpreted in orange, violet and shocking pink as flowers. A special exhibition entitled "Linen Incredible - Flax in the City" will be set up in piazza Santa Maria Novella. The square will be transformed to display this elegant fabric, 85% of which is produced in Europe, in its various pragmatic uses; not only in clothing, but in furniture, sporting equipment, shoes and luggage. Free to the public, the show is open from 10 am to 7 pm, Monday through Saturday. (*rita kungel/additional reporting by rosanna cirigliano*)

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