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**BRANDS BOX @PITTI UOMO**

19/06/2014



### BRANDS BOX @PITTI UOMO 86

In Florence, 17-20 June, Pitti Uomo 86, the international event of reference for men's fashion and trends of contemporary lifestyle. Pitti Ping Pong is the guiding theme of Pitti Uomo 86 and will talk about sports, betting at its most essential and quasi-zen form.

From the excellence of the companies of the new classic with the high quality of their products, to the increasingly importance of the world of accessories on the market, up to sportswear and

Among the big names in men's fashion, Invicta presents Armata di Mare, the new line of 100-gram double-sided, padded, sleeveless down jackets with the classic fantasy of the backpack Minisac for the interior, the emblem of the 80s teen. Geospirit instead processes the 100-grams as if it were fabric or leather, with engravings, reliefs, combinations of patterns, presenting a collection where the winner is the material aspect.

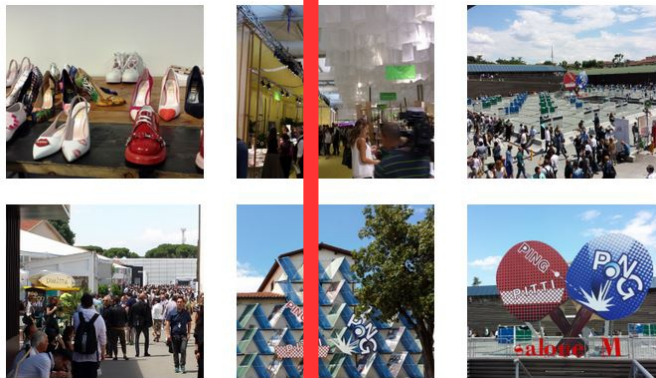
Among the leaders of the trend of the moment we find Vip Flap that offers, among its wide range of document holder in funny and colorful leather, those characterized by the designs of Keith Haring. Among the cool accessories, in the My Factory area, also Sticko, with the printable and customizable resin cover for iPhone and Samsung.

At Pitti Uomo, men's fashion finds its most complete representation, but it is also the stage for the women's collections, present in different areas of the fair and protagonists at Pitti W, as Leghilà that proposes the two-tone neoprene bags, woven and processed as if they were of leather.

From Pantone Underwear that presents its beachwear collection with fluorescent colours, to Pijama with the new and cheerful table collection, through Superga that proposes, in co-branding with Versus, a new, colorful, version of the timeless "tennis" shoes in canvas and rubber. Festive atmosphere at Desigual that has presented warm down jackets with exaggerated fantasies and colours, in style with the whimsical collections to which we are accustomed.

Finally, Sicem made its debut with the sportswear signed Italian Rugby Federation, for sports men and non, with the desire to get into that mood of controlled violence, disciplined force, and above all respect.

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