

APPAREL AND ACCESSORIES

Givenchy to showcase menswear runway show at Pitti Immagine

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Givenchy's fall/winter 2018 campaign. Image credit: Givenchy

By STAFF REPORTS

French fashion house Givenchy is debuting a standalone menswear show as the special guest designer during Florence's Pitti Immagine Uomo 96.

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On June 11 to 14 this year, Florence will host its annual men's fashion event, during which Givenchy will present its new menswear collection. This marks the first standalone menswear runway show under artistic director Clare Waight Keller.

Givenchy menswear

Ms. Waight Keller joined the LVMH brand in 2017, and has quietly made her mark on the men's fashion line of the label. While the menswear line did hold a small presentation during men's fashion week this winter, the show on June 12 for Pitti Immagine will be the first full runway show under the director.

Prior to this year, menswear was showcased in coed presentations since Ms. Waight Keller joined the organization.

"It is a huge honor for us to host the runway debut of the Givenchy men's collection under the creative direction of Clare Waight Keller," said Lapo Cianchi, director of communication and special events at Pitti Immagine, in a statement. "A strong, modern and elegant vision; it is the perfect project for Pitti Uomo."

"I am certain that the atmospheres and spaces of Florence will offer Givenchy further aesthetic and symbolic motivations for concentrating on men's fashion," he said.



Artist director of Givenchy, Clare Waight Keller. Image credit: Givenchy

Givenchy, similarly to many others in the fashion space, has been emphasizing menswear. The brand launched an iOS mobile application dedicated entirely to its menswear line to push mobile commerce to its fashion-forward male consumers.

The app features a similar layout to the brand's previously released women's wear app, and like the women's app, was produced in partnership with online retailer Net-A-Porter ([see story](#)).

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