

APPAREL AND ACCESSORIES

Pitti expands tutoring, consulting to help brands

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Luca Rizzi is expanding Pitti Tutoring & Consulting's offerings after appointment as director. image credit: Pitti

By STAFF REPORTS

Florence's Pitti Immagine is hoping to expand opportunities and support within the fashion industry with new offerings, as part of its Pitti Tutoring & Consulting business.

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Pitti Tutoring now aims to help businesses, assisting in the development of new brands or helping expand to new businesses for existing ones. The new offerings have developed under its new director, Luca Rizzi, who was appointed in November.

Branching out in business

The new business developments by Pitti are supported by a board of experts in the fashion industry including manager and entrepreneur Franco Pen and fashion education expert Linda Loppa.

"For Pitti Immagine, the focus on the creative talents of the future and brand support are not only fundamental goals, but are also complementary to the development of our fairs, which by now are real fashion system platforms," said Raffaello Napoleone, CEO of Pitti Immagine, in a statement. "The evolution of Pitti Tutoring & Consulting includes an increasingly strong focus on firms and brands, thus confirming a DNA that pushes us towards the search for something new, while at the same time promoting that which already exists."

Pitti will help manage relationships for young designers in addition to legal support research and management of collaborations and creative directions. The goal is to free up these designers' time to focus on creativity.

For new brands, Pitti will help source partners in marketing, production and sales. For existing brands, the organization will help find talented designers on the rise and help launch special creatives.

Through partnerships with schools, Pitti will also be on the lookout for new talent. Schools included are Accademia Costume e Moda, IED, Istituto Marangoni, Polimoda, IUAV and Parsons School of Design New York.



Aldo Maria Camillo fashion show for Pitti Italics' special event at Pitti Uomo 95. Image credit: Pitti

"Designers, brands and firms are constantly called upon to reply to the needs and transformations of the fashion system, and they require concrete support," said Luca Rizzi, director of Pitti Tutoring & Consulting, in a statement. "For this reason, we have created a dynamic team of experts working in constant synergy with the other Pitti Immagine divisions, with the intent of integrating the company's wide range of professional competences and 30 years of know-how into the range of services on offer."

Pitti Immagine's Uomo 96 will also feature French fashion house Givenchy's standalone menswear show debut, as the special guest designer.

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 ([see story](#)).

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