



Solid results and positive feedbacks for the SUPER format: the best Italian and foreign buyers appreciated the highly targeted quality womenswear offering, the scouting of new names and the international participation to the show.

The Pitti Immagine fair dedicated to women's accessory and prêt-à-porter collections registered the attendance of over 5,800 buyers from 50 countries, with a rise in the numbers from France, United States and The Netherlands. There was also an increase in Italian buyers.

Four days of very concrete commercial contacts, of inputs about the products, trends and new directions of women's fashion presented by a meticulous selection of **over 100 brands and designers** from all over the world (more than 40% from abroad), with their new SS 2020 collections. The **14th edition of SUPER, Pitti Immagine's women's accessories and prêt-à-porter fair**, which was held in the Visconti Pavilion on Via Tortona in Milan (19-22 September 2019), closed with positive feedback from both buyers and exhibitors, confirming a format that expresses the great quality of the content and is increasingly designed for a public of high profile members of the trade.

Over 5,800 buyers attended this September edition. There were more than **1,100 international buyers** (around **20% of the total**), a slight drop compared to the 1,200 one year ago, from more than **50 different countries**. There were **positive performances** for buyers from **France, United States and Netherlands**; with decreases for **Japan, Germany and Greece**. There was an increase in **Italian buyers of almost 1%**.

"Super confirmed its successful content" **says Agostino Poletto, General Manager of Pitti Immagine** "and received a lot of appreciation from the buyers who came to Milan. The slightly lower foreign numbers reflect the trend of international markets, but the fair's strength is the quality of the attendance. We encountered this a lot over these four days: I am referring to the best Italian and international buyers – the high segment multi-brand boutiques, the department stores, the online retailers. Everyone told us that they had a very precise product experience: a "super showroom" that combines quality companies, product capsule collections, special projects and young talents from new scenarios, with a selection and scouting that fully satisfied their requirements at this moment in the calendar. Great appreciation was also expressed for the young people selected for the *Super Talents* project in collaboration with *Vogue Italia* which at this edition focused on luxury accessories; for the creative collections of the Armenian designers presented in collaboration with the *Fashion & Design Chamber of Armenia*; for the launches of new projects and special participations, one of which was that of Vivetta with its new footwear line".

Among the **top international buyers** present at the show: **Alan Bilzerian** (United States), **Baycrews** (Japan), **Beams** (Japan), **Brunschwig** (Switzerland), **Dantendorfer** (Austria), **Galleries Lafayette** (France), **Giulio** (United Kingdom), **El Corte Inglés** (Spain), **Harvey Nichols** (Hong Kong), **Hyundai** (South Korea), **Isetan** (Japan), **Le Bon Marché** (France), **LF** (South Korea), **Marubeni** (Japan), **Neiman Marcus** (United States), **Ships** (Japan), **Strolz** (Austria), **Takashimaya** (Japan), **United Arrows** (Japan), **Vakko** (Turkey) and **Victoire** (France). And the best **Italian buyers** included: **Biffi Boutique**, **Bini Silvia Passeggiata**, **Dell'Oglio**, **La Rinascente**, **Sugar** and **Tessabit**.

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Japan once again led the ranking of the **top 15 reference markets** at the fair, followed by **France, Spain, Germany, Greece, United States, Switzerland, China, Russia, South Korea, Austria, Netherlands, Belgium, United Kingdom** and **Portugal**.

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