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**TOUCH!, NEOZONE AND CLOUDNINE  
IN MILAN FROM 24 - 26 SEPTEMBER:  
NEW DATES FOR THE PITTI IMMAGINE WOMEN'S FASHION FAIRS,  
FEATURING INNOVATIVE COLLECTIONS, CAPSULES  
AND THE CREATIVITY OF NEW UPCOMING TALENTS**

The next edition of Touch!, neoZone and cloudnine, the Pitti Immagine fairs dedicated to women's collections for the **2011 spring-summer season**, will be held in Milan's Zona Tortona **from Friday 24 to Sunday 26 September 2010**, earlier than previously announced.

"The decision to bring the dates forward", explains Raffaello Napoleone, CEO of Pitti Immagine, "was taken together with the top showrooms, also taking into consideration the catwalk shows and fairs held in September in Milan. A structured calendar like this is an important opportunity for all the main actors in the world of women's fashion, as well as a vehicle for promoting the city".

So the rendezvous will be in the Zona Tortona with the new collections from **Touch!** – the fair that offers the most sophisticated 'frontier' interpretation of female elegance, and **neoZone** – the space where contemporary chic meets luxury sportswear, in the design areas of the *NHOW Hotel* at Via Tortona 35; whilst **cloudnine** will be presenting the world of creative accessories with a high stylistic content inside the *Visconti Pavilion*, the historic location of the Laboratorio della Scala at Via Tortona 58.

"This will be a powerful edition", announces Agostino Poletto, deputy general manager of Pitti Immagine. "We are preparing a selection of brands with a high content of design and production quality, the result of wide-ranging international scouting activities. We want to propose collections with strong market potential: names that can meet the requirements of our top buyers and the most sophisticated international boutiques which, in recent years, have increasingly favored items with a very precise stylistic and product identity, unique "capsule collections" that also offer a competitive quality-price ratio. A lot of attention will also be focused on young talents and upcoming brands through the special Neodesigners areas. In addition, we will be presenting a series of interesting special projects for which we are currently optimizing our existing exhibition areas and locating some new ones".

**7,200 visitors attended the last** Touch!, neoZone and cloudnine fairs, + **14.5%** buyers compared to the previous edition. "We intend to continue our investment to make sure these figures keep growing".