



IN SHOPS ANALYSIS

S/S 2027

BOOK N°1



**FROM PITTI TO RETAIL**

È PITTI BIKES il tema dei prossimi saloni estivi  
e aggregante, performante e rilassata,  
e conservatrice, futurista e vintage: la  
campagne adv coordinate  
scattate dal fotografo  
Gori. Mentre la  
agli allestimenti

PITTI BIKES



# ***FROM PITTI TO RETAIL***

FROM PITTI TO RETAIL esplora il modo in cui le tendenze presentate nel precedente FOCUS ON PITTI si traducono, alcuni mesi dopo, in prodotti realmente presenti nei punti vendita.

Offrire ai nostri abbonati informazioni tempestive sulle evoluzioni del mercato è per noi fondamentale. Potere confermare, attraverso l'osservazione diretta del retail, la coerenza e l'affidabilità delle tendenze individuate lo è ancora di più.

FROM PITTI TO RETAIL explores how the trends presented in the previous FOCUS ON PITTI are translated, a few months later, into products actually available in retail stores.

Providing our subscribers with timely information on market developments is fundamental to us. Being able to confirm, through direct retail observation, the consistency and reliability of the trends identified is even more valuable.

**FROM PITTI TO RETAIL** explora cómo las tendencias presentadas en el anterior **FOCUS ON PITTI** se transforman, algunos meses después, en productos realmente presentes en los puntos de venta.

Ofrecer a nuestros suscriptores información oportuna sobre la evolución del mercado es fundamental para nosotros. Poder confirmar, a través de la observación directa del retail, la coherencia y fiabilidad de las tendencias identificadas lo es aún más.

**FROM PITTI TO RETAIL** 探索了此前在 **FOCUS ON PITTI** 中呈现的趋势，如何在数月之后真正转化为零售市场中的在售产品。

为我们的订阅用户及时提供市场发展趋势信息，对我们而言至关重要。

而通过对零售市场的直接观察，进一步验证这些趋势的连贯性与可靠性，则更具价值。

# ***FOCUS ON PITTI Book N°1***

**Le tendenze presentate in queste pagine possono essere approfondite consultando i precedenti books disponibili nella sezione FOCUS ON FAIRS.**

**The trends presented in these pages can be explored further by consulting the previous books available in the FOCUS ON FAIRS section.**

# ***FROM PITTI TO RETAIL***

Las tendencias presentadas en estas páginas pueden profundizarse consultando los books anteriores disponibles en la sección FOCUS ON FAIRS.

本页所呈现的趋势内容，可通过查阅 FOCUS ON FAIRS 栏目中的往期 books 进行进一步了解。

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# ***ALPARGATAS***





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# ***CLOSED-TOE SANDALS***





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# ***PERFORATED***





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# ***SABOT***





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**FROM PITTI TO RETAIL include prodotti e immagini di numerosi brand internazionali, tra cui:**

**Alaia · Amiri · Armani Exchange · Balmain · Boss · Brunello Cucinelli · Caroline Biss · Church's · Dries Van Noten · Etro · Fratelli Rossetti · Givenchy · Hermes · Kurt Geiger · Liu Jo · Lottusse · Marc Jacobs · Miu Miu · Paraboot · Roger Vivier · Saint Laurent ·**

**Molte altre immagini relative alle tendenze presentate in questo report sono disponibili nelle sezioni IN SHOPS e SHOPS ONLINE del sito.**

**FROM PITTI TO RETAIL includes products and images from numerous international brands, including:**

**Alaia · Amiri · Armani Exchange · Balmain · Boss · Brunello Cucinelli · Caroline Biss · Church's · Dries Van Noten · Etro · Fratelli Rossetti · Givenchy · Hermes · Kurt Geiger · Liu Jo · Lottusse · Marc Jacobs · Miu Miu · Paraboot · Roger Vivier · Saint Laurent ·**

**Many more images related to the trends presented in this report are available in the IN SHOPS and SHOPS ONLINE sections of the website.**

**FROM PITTI TO RETAIL incluye productos e imágenes de numerosas marcas internacionales, entre ellas:**

**Alaia · Amiri · Armani Exchange · Balmain · Boss · Brunello Cucinelli · Caroline Biss · Church's · Dries Van Noten · Etro · Fratelli Rossetti · Givenchy · Hermes · Kurt Geiger · Liu Jo · Lottusse · Marc Jacobs · Miu Miu · Paraboot · Roger Vivier · Saint Laurent ·**

**Muchas más imágenes relacionadas con las tendencias presentadas en este informe están disponibles en las secciones IN SHOPS y SHOPS ONLINE del sitio web.**

**FROM PITTI TO RETAIL 收录了众多国际品牌的产品与图片，其中包括：**

**Alaia · Amiri · Armani Exchange · Balmain · Boss · Brunello Cucinelli · Caroline Biss · Church's · Dries Van Noten · Etro · Fratelli Rossetti · Givenchy · Hermes · Kurt Geiger · Liu Jo · Lottusse · Marc Jacobs · Miu Miu · Paraboot · Roger Vivier · Saint Laurent ·**

**更多与本报告所呈现趋势相关的图片，可在网站的 IN SHOPS 与 SHOPS ONLINE 栏目中查看。**

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