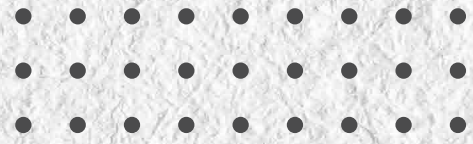


FILIPPO

POPUP



Pitti Immagine 104

from June 13th to 16th

Fortezza da Basso - Florence



Following its successful January debut, Filippo returns to Florence to join forces with Pitti Immagine Uomo 104. The Versilia-based brand known for its tailor-made hospitality and cuisine will set up two separate dining areas in Fortezza da Basso, offering a mix of traditional Tuscan dishes alongside fresh, summery options.

This year's theme is "Pitti Games", marking a playful and highly engaging edition. An event that the general director **Agostino Poletto** describes as "challenging, but above all, creative – with a focus on energy, commitment, and a desire to win." This message matches Filippo's approach, which has always combined professionalism with a sense of fun and cheerfulness.

Filippo Brings Versilia's Gold to Florence with a "Challenge"


The spaghetti with tellin – a cult recipe during the hot summers in Versilia – is the dish with which Filippo and his team make their mark at Pitti. "Tellina Tenuis (arselle) is the gold of Versilia. A dish with high nutritional value. They contain proteins, minimal fats, vitamin A, phosphorus, and potassium. The recipe is simple, but it requires patience and experience."

How is Filippo's offering structured within the Fortezza da Basso?

The first location is the most picturesque – the Attic Floor of the Spadolini Pavilion, where there are restaurant services, take-away gastronomy, delivery, and a bar. Filippo Easy Lunch, the second spot, is situated in the Sala delle Nazioni, providing a quick dining solution.

Guests can expect traditional Tuscan hospitality, but Filippo's team has an international flavor, including Japanese chef **Syuto Shinohara**, who will be in charge of the Sala delle Nazioni kitchen during Pitti 104.





"On the Attic Floor, we want to create a space where everyone feels comfortable, whether it's for a quick break or a working lunch. At the Sala delle Nazioni, we will offer a platform designed for an informal yet curious audience. Filippo Easy Lunch stands for fast, expressive cuisine, encapsulating our regional dishes in bite-sized portions: a brunch featuring Tuscan products and beyond (pappa al pomodoro, sandwiches made with Taste 2023's finest ingredients, tomato eggs, club sandwiches, etc.), all in take-away form."

Pitti's Context and the Important Showcase for Tuscany

Fashion has a significant impact on Italy's overall exports, with menswear contributing 8.9 billion euros in 2022, spread across 61,000 companies employing 500,000 people.

Fashion is becoming a crucial communication vehicle for Tuscany. Filippo, on the Attic Floor, will refresh Pitti's participants on **Wednesday, June 14th (4-6 pm)** with a special **Cocktail Event** in collaboration with "Le Gusciane" and Luca Calvani. They produce, among other things, a Gin with helichrysum. This small-scale, high-quality production dresses the gin with the typical, expansive olfactory notes of helichrysum terpenes.

Filippo @ Pitti Immagine Uomo 104

June 16-19, 2023



Bar services: 9 am-6 pm - Attic Floor and Sala delle Nazioni

Gastronomy and Restaurant: 12 pm-4 pm - Attic Floor

Filippo Easy Lunch: 9 am-6 pm - Sala delle Nazioni

Delivery: The delivery service is valid for the central pavilion and operates via a web-app at this link <https://pitti.filippopietrasanta.it>