



Dreams are at the heart of a special event organised by Mondadori in Florence this evening

NEXT 3DREAMS: MONDADORI OPENS WITH PITTI IMMAGINE THE MALE FASHION FAIR

A dinner party to the rhythms of music provided by R101

Segrate, 13 June 2011 – Mondadori will open the calendar of events planned for Pitti Uomo #80 with **Next3Dreams**, an event realised in collaboration with Pitti Immagine.

This evening, at 8 pm, in the suggestive surroundings of the Stazione Leopolda, will see a 3D fashion show featuring protagonists from leading Italian and international fashion companies: a virtual catwalk where the collections are presented with reference to the sensorial stimuli that inspired them.

Next 3Dreams will be presented by Angelo Sajeva, chairman and managing director of Mondadori Pubblicità. Also participating at the event will be the chairman of Pitti Immagine, Gaetano Marzotto, and the managing director, Raffaello Napoleone along with the management of the Florence-based body.

Also present will be Stefano De Alessandri, general manager of the Mondadori Group's Magazines, Italy area and editors of the company's titles Vera Montanari (*Grazia, Grazia Uomo and Flair*), Giorgio Mulè (*Panorama and Panorama Economy*), Emanuele Farneti (*Panorama Icon*) and Luigi Grella (*Men's Health*).

"We began these activities with Pitti in 2008 organising occasions where the editors of our titles aimed at a male target could meet with operators in the sector to talk about Italian style, made in Italy and its characteristics," said **Angelo Sajeva**, chairman and managing director of Mondadori Pubblicità. "Since 2009 we have also been present at Pitti Uomo with the Appointment space, which since last January is in a prime position of unquestionable visibility in Piazzale delle Ghiaie, a signal of our increasingly strong and positive relationship with Pitti," concluded Sajeva.

The event will involve 19 leading companies in male fashion on the *Next 3Dreams* virtual catwalk presenting their spring/summer 2011-2012 collections: **All 4 one, ALV, Bagutta, Boglioli, Burlington, Brooksfield, Brosway, Carrel, Essenza, Fred Mello, GeoSpirit, H2O, Heavy Project, Lacoste, Mabrun, Marzullo Cravatte, Myths, Piero Guidi, VaBene**.

The soundtrack for the evening will be provided by **R101**, which along with the presenters Tamy T. and Chiara Lorenzutti will ensure an even more enjoyable and entertaining atmosphere.

R101 has also given an opportunity for a listener to win a weekend for two in Florence and to take part in *Next 3Dreams*.

The **Next 3Dreams** evening will be followed online by Tgcom and on the air by **R101**, with interviews with the exponents of male fashion, the real protagonists of the event.

Grazia.it will provide exclusive backstage coverage of the shows, with video clips from behind the scenes of *Next 3Dreams*, available online from Tuesday 14 June.

From **14 to 17 June** Mondadori will also be present inside the exhibition area of Pitti Uomo #80 with its Appointment space, located in the heart of the Fortezza da Basso, in Piazzale delle Ghiaie, where exclusive meetings with the protagonists of the fashion system will be organised.

Mondadori Appointment is a meeting place and offers an opportunity for dialogue and convergence of the interests of fashion and the products of the Mondadori Group: tomorrow **Men's Health** will hold an aperitif for the magazine's fashion clients present at *Pitti and the monthly's editorial staff, represented by the editor Luigi Grella and the fashion editor Paolo Lapicca*.



Next 3Dreams has been realised with the collaboration of important partners, including the Regional Government of Sardinia, Dada Cucine, Disaronno and Asus, along with Skoda and Corradi, who supported the event last year as well.

The catering will be handled by Visconti Banqueting and the wine by the Sicilian wine producers of Cusumano.

The event is coordinated by the agency La Buccia. The sets at the Stazione Leopolda have been created by Cleaf and Omnidecor.