



## **An all-Vintage Florence: 4,500 visitors at the Stazione Leopolda for Vintage Selection n.16**

The 16<sup>th</sup> edition of Vintage Selection was once again a big success with the public. From 6 – 10 July 2010 around 4,500 visitors came to the Stazione Leopolda in Florence for the vintage clothing, accessories and designer *objets* fair (more or less confirming the attendance figures for the last summer edition).

Over the 5 days of the event, vintage style enthusiasts were able to view and purchase original items from around 40 sector operators from all over Italy. Plus, at the Leopolda, they got a chance to admire a special project, the “Vintage di Famiglia” photographic exhibition: large square screens and old reels were used to present the best photos selected from the over 2,000 pictures collected through the “Vintage di famiglia” initiative of *Sei di Moda*, the Repubblica.it portal dedicated to fashion and trends.

“Vintage Selection is increasingly becoming a reference point amongst sector events both in Italy and on an international level”, says Agostino Poletto, sole director of Stazione Leopolda srl. “This has been confirmed, once again, by the quality of the visiting public: no longer just collectors and enthusiasts but, thanks to the concurrence and synergy with Pitti Filati, the fair has now become a must for fashion designers and representatives from the style bureaus of the top international fashion companies as well, names like Armani, Valentino, Jil Sander, Roberto Cavalli and many more. In fact, this edition recorded a growing number of members of the trade – now nearly 30% of the total visitors – who came to Florence for Pitti Filati but also visited Vintage Selection to find inspiration and important suggestions for their creative research”.

Another big success with the public at the Stazione Leopolda was *Happy Kilo* – the original area where visitors can buy Vintage garments and accessories by weight - as well as the 5 evenings of musical aperitifs where the public was able to enjoy themed food and wine proposals from Convivium, one of Florence’s top catering companies.

VINTAGE SELECTION is produced by STAZIONE LEOPOLDA srl in cooperation with A.N.G.E.L.O.

The next edition of this event will be held from 26 – 30 January 2011.

**Florence, 12 July 2010**