



DENIM, FASHION, DESIGN, AND SOCIAL SUSTAINABILITY

At Pitti Immagine Uomo, Pioneer Denim becomes the heart of a solidarity project in support of AMREF, the leading non-profit health organization operating in Africa. As part of this initiative, the denim manufacturer is donating—free of charge—a special fabric made exclusively from African cotton to three companies working in the fields of lighting design, jewelry, and footwear. This initiative underscores Pioneer Denim's commitment to a responsible, ethical supply chain focused on collective well-being.

The lampshade of the Delight lamp, created by Oceano Oltreluce — a lighting company specializing in custom-made products — is made of Pioneer Denim fabric that has been bleached and re-dyed using natural mineral dyes, through a traditional dyeing process refined with a specific technology developed by Soko, a company specializing in textile treatment. Pianegonda, an Italian design jewelry brand, presents an exclusive piece featuring a double denim bracelet that highlights the brand's expert silver craftsmanship in a mix of elegance and sporty flair.

Sturlini Firenze creates a unique sneaker with an upper made of denim, processed directly by the shoemaker using the "garment dyeing" method — an exclusive technique also used in their leather tanning process.

A percentage of the sales of these products, launched during Pitti Immagine Uomo, will be donated to support AMREF's initiatives.

This meaningful and concrete gesture in the world of fashion shows how creativity, artisanal excellence, and social commitment can come together to generate value — not only aesthetic, but also human.



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Indigo, a deep and vibrant dye, takes center stage once again, becoming the keystone for redefining the diverse world of design. For designers and architects, indigo is not just a color—it is a concept, an inspiration, a transformative element. It's a bold choice that plays with light, materials, and spatial perception, giving depth and character to environments. Its versatility makes it suitable for any context. Three examples across three distinct sectors: lighting, jewelry, and footwear.

