

WWD



NEW YORK — **Ciro Paone**, the cofounder of the luxury men's brand **Kiton**, will be honored during the **Pitti Uomo** show in Florence in January.

Paone, who is the fifth generation of Italian fabric merchants, created the brand in 1956. He has been ill for some time and his nephews **Antonio De Matteis** and **Antonio Paone** are running the company as chief executive officer and president, respectively.

During a lunch here on Monday, **Raffaello Napoleone**, ceo of **Pitti Immagine**, said the trade show will hold a tribute to **Ciro Paone** called "Two or Three Things I Know About **Ciro**" that will include a portrait of the executive as well as a retrospective of the company, which is known for its high level of manufacturing in Naples.

"He's not in good health, so we decided to do an event that would celebrate what he has done in his life," Napoleone said, one that would serve as a tribute "to one of the most charismatic entrepreneurs" in Italy. Paone will also be presented with the **Pitti Immagine Award** during the fair.

Also at **Pitti**, Napoleone reiterated that **Tim Coppens** would be featured as the men's wear guest designer, singled out for his "new luxury sportswear aesthetic." It will be the first time Coppens will show his collection in Europe, Napoleone said.

Pitti Uomo, slated for Jan. 10 to 13 at the **Fortezza da Basso**, will also honor **Sir Paul Smith** as a special guest. The British designer will launch his **PS by Paul Smith** contemporary collection at the show and will call upon his history as a cyclist by showcasing how "new technical fabrics can be applied to formalwear," Napoleone said.

Other callouts for the next edition include a celebration of the 10th anniversary of **Golden Goose Deluxe Brand's** sneakers with an installation at the event, as well as the first look at the **Cottweiler** for **Reebok** project.