
LE
MANI
DELLA
MODA
EPISODE 3

LE MANI DELLA MODA – EPISODE 3

THE POETRY OF GESTURE

A PHOTO REPORT DEDICATED TO THE FACES OF ITALIAN MANUFACTURING

The third edition of **Le Mani della Moda**, the cultural project promoted by **Gruppo Florence** and developed in collaboration with **LISAA – L'Institut Supérieur des Arts Appliqués** in Paris – is once again accompanied by a photo essay celebrating the people who make Italian manufacturing an international benchmark for excellence.

Through the eyes of **LISAA**'s students, this heritage is interpreted with a contemporary sensibility, transforming each portrait into a dialogue between generations bound by the same dedication to the value of craftsmanship.

The photo essay travels from the Marche region to Emilia-Romagna, from Veneto to Tuscany, entering the workshops of **Parmamoda**, **Ricami NBM**, **Leonello Spagnol**, **Novarese** and **Giuntini**. A sequence of portraits reveals the value of the people behind these companies, capturing the intimacy of their gestures and the know-how that shapes Italian manufacturing excellence day after day, making savoir-faire the true subject of every frame.

The images capture artisans in the places where garments and accessories for the world's most prestigious fashion houses come to life. Each photograph is built around the dialogue between face and gesture: hands, always present within the frame, become a symbol of knowledge, experience and dedication.

Shot directly at the workstations, the photographs convey a strong sense of authenticity and immediacy. In the background, tools, materials and details of the production process reflect the dynamism of contemporary manufacturing, creating a visual narrative in which tradition and innovation coexist seamlessly.

The project unfolds through a series of portraits conceived as a visual extension of the documentary of the same name, bearing witness to the human dimension at the heart of the production chain. More than a collection of photographs, it becomes a collective narrative celebrating the professions that make Made in Italy possible, giving visibility and recognition to skills that often remain unseen, yet are indispensable.

At the heart of the narrative lies the "poetry of gesture". Hands that cut, embroider, shape, assemble and finish become the common thread linking different generations, embodying a heritage of knowledge that cannot be learned from manuals, but only through observation, practice and daily experience.

The visual language draws inspiration from documentary and instant photography, evoking the aesthetics of archives and memory. Each portrait becomes a lasting record, where faces and gestures preserve the traces of a manufacturing heritage to be safeguarded and passed on.

The initiative aims to raise public awareness of the professionals working behind the scenes of the fashion industry, recognising the contribution of those who, through their daily work, preserve and renew the excellence of Made in Italy.

The project will also continue through a dedicated digital editorial campaign, bringing portraits and personal stories from its protagonists to **Gruppo Florence**'s digital platforms, with a particular focus on LinkedIn. Each story will further enrich the narrative of Italian manufacturing, placing at its heart the people and skills that represent its most valuable heritage.