



The APARTMENT and KidzFIZZ catwalk shows: the most interesting new ideas from the sartorial world and experimental design on the international kidswear scene

Following the success of the last editions, **Friday 17 January** marks the return of the catwalk shows dedicated to the sophisticated sartorial collections of **APARTMENT (at 10.30 a.m. in the Sala della Ronda)** and the original experimentation of the **KidzFIZZ brands (at 2.30 p.m. on the Top Floor of the Main Pavilion)**, offering a focus on two of the most interesting expressions of contemporary kidswear.

“Once again at this edition of Pitti Bimbo we want to maximize entities with a sartorial sensitivity and companies that concentrate on research” **says Agostino Poletto, general manager of Pitti Immagine** “which contribute, with their collections, to pushing the envelope of creative experimentation for the little ones. We are pleased to be turning the spotlights on two important worlds of kids’ fashion that express themselves through the Apartment and KidzFIZZ sections of the fair, with two catwalk show-events presenting some of the most interesting Italian and international kidswear proposals to visitors.”

On Friday 17 January, at 10.30 a.m. in the Sala della Ronda, the spotlight will be on a selection of the exclusive and sophisticated collections of **Apartment**. Featuring garments from **Amelie et Sophie, Paade, Péro, Piccola Ludo, Raspberry Plum Ltd** and **Velveteen**

Also on **Friday 17, at 2.30 p.m. on the Top Floor of the Main Pavilion** the protagonist will be the experimentation of the **KidzFIZZ** brands. On the runway: **Alitsa, C'era Una Volta, Donsje Amsterdam, Infantium Victoria, Ledum, Mia Bu Milano, Miss L.Ray, Nupkeet 1946** and **Phi Clothing**.

Pitti Immagine Bimbo and the Apartment and KidzFIZZ brands would like to thank the following for providing the accessories:

Melissa (shopmelissa.it); **Andrea Montelpare, Bumper, Montelpare Tradition** (andreamontelpare.com), **Collégien** (collegien-shop.com), **PÈPÈ Children Shoes** (pepechildrenshoes.it), **Gioseppo Kids** (gioseppo.com), **Story Loris** (storyloris.it), and **RIVIERAS** (rivieras.com).

And for the grooming service during the events:

Hairstyles by Capellimania.

Florence, 16 January 2020