



**PITTI BIMBO 93:
From 30 June to 2 July
at the Fortezza da Basso in Florence,
concomitantly with Pitti Uomo.
A 100% unique event!**

The 93rd edition of Pitti Bimbo will be full of energy and surprises. The kidswear and kids lifestyle show will return to the physical format from **30 June to 2 July at the Fortezza da Basso, in Florence**. Concomitantly with the 100th edition of Pitti Uomo. Two major events, held together for the first time, present a selection of international brands and a series of initiatives that highlight new ways of communicating.

MAECI and ITA Italian Trade Agency

Highlighting the role of Florence in the international fashion scene. This is the aim that the Ministero degli Affari Esteri e della Cooperazione Internazionale – Italian Ministry of Foreign Affairs and International Cooperation - and the Agenzia ICE – Italian Trade Agency for the promotion and internationalization of Italian firms abroad intend to pursue by supporting the Pitti Immagine summer shows.

PITTI UOMO 100 and “100% BAMBINO”

The **"100"** will be the theme not only of Pitti Uomo, but also of all the **summer editions of the Pitti Immagine trade shows**, with a special logo and graphics curated by graphic designer **Francesco Dondina** who has enhanced the highly symbolic meaning of the number, an end and a new beginning together, at the same time.

The final "l" of Pitti transforms into the number "1," while the two zeros slightly overlap, representing a world of contamination, of contacts, and also of physical and digital dimensions, strongly connected. More than a logo, a kit to create a logo with 100 different zeros.

For Pitti Bimbo, the 100 will be interpreted as **"100% BAMBINO,"** to bring back the **focus on the under 12s, their needs, their creativity, and their identity.**

THE NEW GEOGRAPHY OF THE FAIR

New locations inside the Fortezza: the Quartieri Monumentali and the Padiglione delle Ghiaie organized as a concept store, a functional space, easy to explore, where different worlds coexist connected by the common thread of style. Then, some children's collections will be showcased together with those for adults, for the first time gathered in 'families,' such as Herno at the Teatrino Lorenese or Invicta at the Padiglione Caviglia.

THE BRANDS

113 brands in total, of which 68 are from abroad (60% of the total)

71 brand are participating at the Fortezza and on Pitti Connect, 42 only on Connect

Here as follows are some of the names participating at the Fortezza da Basso:

ALETTA (Italy), **AMELIE ET SOPHIE** (Poland), **ATLANTA MOCASSIN** (Portugal), **BOBUX** (New Zeland), **BUFI** (Italy), **COLLEGIÉN** (France), **CROCS** (U.S.A), **DANHERA ITALY** (Italy), **DOLCE & GABBANA** (Italy), **EMC EVERYTHING MUST CHANGE** (Italy), **FALCOTTO** (Italy), **FLOWER MOUNTAIN for Naturino** (Italy), **FRANKLIN & MARSHALL** (Italy), **FUN & FUN** (Italy), **HERNO** (Italy), **INFANTIUM VICTORIA** (Germany), **INVICTA** (Italy), **IPANEMA** (Brazil), **ISLEANDE** (Finland), **JIJIL JOLIE** (Italy), **LARANJINHA** (Portugal), **L'ORSOBRUNO** (Italy), **MC2 SAINT BARTH** (Italy), **MR TIGGLE** (Italy), **NATURINO** (Italy), **PETIT BATEAU** (France), **PICCOLA LUDO** (Italy), **POUPÉE** (Greece), **POUPETTE ST BARTH** (France), **SHIRTAPORTER KIDS** (Italy), **SUPERGA KIDSWEAR** (Italy), **TIKI** (Italy), **Tivoli** (Slovenia), **Ulla Lab** (Italy), **UP! Warsaw** (Poland), **Vandoma** (Portugal) and **W6YZ** (Italy).



I WANT TO BE GREEN

Focus on sustainability, with brands based on conscious stances and those that revised their processes according to an eco-friendly perspective. Coordinating the project is Dimitra Zvakou of Little Pop Up, who has always championed sustainable kidswear. I Want to be Green is a showcase on Pitti Connect and a series of Talks and brand profiles at the physical show.

On the sustainability front, there is also the capsule collection made by Naturino in collaboration with Cuioio di Toscana, the association bringing together sustainable tanneries in the region.

THE BUYERS

Pitti Immagine has been working with great commitment on an **incoming program for top buyers**, to bring the excellence of kidswear retail and its most qualified and authoritative operators to the Fortezza. And the whole city of Florence has prepared to welcome and host them in the best possible way.

Among the main initiatives:

_ VIRTUAL TOURS IN KOREAN AND JAPANESE LANGUAGES

For buyers from Japan and South Korea who, due to travel restrictions, will not be able to visit the show, we will present the collections directly from the physical fair through two special virtual tours in original languages.

_ INSTAGRAM REELS

Thanks to a series of Instagram Reels, which will be published on the Pitti Bimbo profile and relaunched by the featured brands and their buyers, it will be like watching a fashion show from a front-row seat.

Among the online 100% Bambino editorial projects:

Starting from 31 May, **Pitti Bimbo is online on the Pitti Connect platform and the social media channels of our community**, with in-depth information dedicated to the brands, style itineraries, and real-time updates that will continue throughout the summer following the course of the sales campaign. Here is a series of special content and editorial projects related to the Pitti Bimbo brands and the kidswear universe:

_ WE ARE HERE FOR YOU

This edition will see the return of "We are here for you," **the service dedicated to Italian and foreign buyers** that offers an in-depth and personalized tour among the Pitti Connect brands.

_ THE EDITORIALS

Fashion editor Maria Giulia Pieroni will take us on an exciting exploration of the **kids' lifestyle** universe. **Sustainability** and **dinosaurs**: these are the two themes chosen for this edition to present objects, furnishings, and toys for the bedroom and the outdoors.

_ WALK THROUGHS

Style itineraries that showcase all the latest kidswear trends without forgetting the importance of tradition. Different moods for a diverse wardrobe, with galleries that help us discover **new combinations, inspirations, creative ideas, and the best brand mixes**.

_ THE NEST CREW

The Pitti Bimbo incubator, created to support small brands entering the market, continues to feature amazing proposals. This edition will present the results of an increasingly selective **international scouting** activity while keeping an eye on the work of those who, after leaving the "nest," are already flying towards success.

Among the featured brands: **EMMÈ BABY ORGANIC LAB.** (Italy), **GOLDIE AND ACE** (Australia), **ISLEANDE** (Finland), **UPA** (Ireland), **MIMOOKIDS** (Spain), **POUPÉE** (Greece), **THE NEW SOCIETY KIDS** (Spain), **URSI STORE** (U.S.A.).



_ WOW CARTOONS

The surprise factor is never secondary when it comes to children. So let's get ready to welcome the **cartoon protagonists** most loved by the little ones of every generation. They will be on the catwalk wearing the new collections' styles, selected by designer **Alessandro Enriquez**.

_ AROUND KIDS

A virtual journey through the world of children, across latitudes. Travel together with designers and artists who tell us about their life with their children: what they do, how they dress, what they love. Like childhood postcards, a series of interviews let us experience the atmospheres of different cities and distant countries through children.

_ BUYERS SELECT

The format featuring top international buyers returns. Their authoritative voice in terms of kidswear choices and trends will be heard through interviews and talks.

_ STYLE IN-BETWEEN PAGES – FROM ART TO FASHION

Three appointments featuring as many illustrated books for young and old, which - through the works of famous past or contemporary artists - offer the opportunity to talk about fashion. Style Piccoli journalist, Oriana Picceni, guides us through beautiful pages, poetic drawings, and different styles that, from the painters' paintings, lead to outfits with surprising details, all chosen among the brands at Pitti Bimbo 93.

Florence, 30 June 2021

Main partner:

