



I WANT TO BE GREEN

The special project dedicated to responsible kidswear.

**Pitti Bimbo puts the spotlight on collections and initiatives
in line with the “eco-conscious” drive of the new generations..**

Focus on sustainability, with brands based on conscious stances and those that revised their processes according to an eco-friendly perspective. *I Want to be Green* is the special project that Pitti Bimbo dedicates to the collections and initiatives that make kidswear in line with the “eco-conscious” drive of the new generations. It includes a series of editorial content on Connect and a calendar of talks with the protagonists of green fashion; the project is coordinated by Dimitra Zvakou of Little Pop Up.

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

**Here is the calendar of talks scheduled at the UniCredit Theater
(Central Pavillion – Lower Floor):**

_1 July, 4pm: Is the Future of Fashion Sustainable?

Featuring brands and buyers already taking a stand for sustainability: with Barbara Mezzanotte, owner of **Mezzanotte Store**; Claus Nielsen, Global Sales Manager of **Bobux**; and Salina Ferretti, CEO of **Falc.**

_2 July, 11am: Can Fashion be Sustainable and still Fashionable?

In conversation with buyers and brands about fashion choices and sustainable choices.
With Shana Laub, owner of **Shana and Toad**; Sara Bandinelli, Head of Global PR & Communication of **Miniconf**; Dinie Van Den Heuvel, Creative Director of **Infantium Victoria**.

Florence, 30 June 2021