



## PITTI IMMAGINE BIMBO

**The 92 edition of Pitti Bimbo is now online on Pitti Connect:  
until the beginning of April a selection of brands  
of international reference in childrenswear present their  
new F/W2021-2022 collections.**

**For international buyers,  
the opportunity to discover all the news in children's fashion,  
new inputs on trends and kids lifestyles.**

**Also through a program of digital events and projects  
that help and guide through the discovery of the collections.**

**From January 27th to April 5th 2021** Pitti Immagine presents digitally on [bimbo.pittimmagine.com](http://bimbo.pittimmagine.com), the new edition of the trade fair dedicated to childrenswear.

Over two months in which a selection of international brands will present **the new collections for the next autumn-winter 2021** to buyers and press who follow the Pitti Immagine fair at each edition. The digital launch of the show dedicated to children's fashion comes two weeks after the launch of Pitti Uomo, which has so far recorded important numbers both in terms of visits from buyers and of brand pages viewed.

"Starting from today, Pitti Connect will be populated with the new collections of children's fashion brands that follow us from edition to edition, and who have believed in our efforts also this season: the goal is to reach out to around 250 brands in the coming weeks - **says Agostino Poletto, general manager of Pitti Immagine.** "With the Connect platform, on which we have fully committed in recent months to enhance the phase of ordering and navigation experience, we now want to guide through our exhibitors, putting them in touch with international buyers, working with them side by side. Digital will be increasingly used for the presentation of fashion collections, and children's fashion companies are equipping themselves with important investments, creating quality content capable of promoting the novelties and philosophy of the brands. And also for Pitti Bimbo we have paid great attention to the editorial schedule, with a program of digital events - some in live streaming with a group of important companies dedicated to childrenswear - and formats that will animate our online Billboard: an important tool to discover the brands, the collections, guide buyers and press in the in-depth work of the coming weeks. This digital edition of Pitti Bimbo will also enhance research in kidswear, giving space to that range of small brands that look into great stylistic and product innovation, and which for several seasons have become a reference point for the show ".

"Junior clothing in Italy in 2020 contained the losses due to the health emergency - **adds Raffaello Napoleone, CEO of Pitti Immagine** - with a drop that was less severe than in the adult clothing sector. The fact that children's clothing stores were able to remain open even during the lockdown contributed to making the sector more dynamic. We are confident that the situation will improve in the coming months, and we are waiting to return to physically fairs ".

Among the children's fashion brands that present their collections online on Connect:

**Add, Affenzahn, Anja Schwerbrock, Atelier Choux Paris, Barbour, Belle Chiara, Bianca&Noe', Blauer, Blundstone, Boboli, Bonton, Caffè d'Orzo, Caramel, Carbon Soldier, C'era una Volta, Collegien, Designers Remix Girls, Dondup, Elisabetta Franchi, Ermanno Scervino, Falcotto, Filobio, Flower Mountain for Naturino, Franck&Fischer, Hilda.Henri, I Dig Denim, iDO, Jeckerson, Kiddimoto, La Martina, Le Petit Coco, Ligne Noire Enfants, Lotto, Manila Grace, Mc2 Saint Barth, Minibanda, Molo, Mum of Six, Naturino, Olive, Pe'pe', Pero, Philosophy di Lorenzo Serafini, Plantoys, Play&Go, Sarabanda, Sonia Rykiel Enfant, The Bonnie Mob, The New Society, Tia Cibani Kids, Veja, W6YZ e Wolf&Rita.**

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**Preview on projects and special events online in the coming days on:  
[bimbo.pittimmagine.com](http://bimbo.pittimmagine.com)**

A news at this edition will be the live streaming events and meetings, to go deeper into a series of themes and focus on specific business realities. Among the protagonists in the program:

\_ **GIMEL**: a company that offers a totally Made in Italy production with a particular attention to sustainability; it produces and distributes brands such as Ermanno Scervino, Dondup, Elisabetta Franchi, La Martina, Le Petit Coco, Philosophy by Lorenzo Serafini and from this season Add; stylists and creative directors will participate in the live event;

\_ **PETIT BATEAU** talks about the 'La Qualité pour Tous' project, the challenge between sustainability and the final price of the garments;

\_ **DOLCE&GABBANA** presents the new collection, with a particular reference to the "communities" that surround children.

***At this Pitti Bimbo also the editorial collaboration with FASHION MAGAZINE, which will explore the different contents of the fair, its sections, the protagonists and the new collections.***

***And then, among the formats in the schedule:***

**The Pitti Bimbo Editorials**

A surprising selection of lifestyle proposals designed for children's concept stores, curated by stylist Maria Giulia Pieroni. The themes of this edition:

- **From house to home**: the little house is one of the first drawings of children. Now it comes out of the paper sheets to inhabit small and large objects, toys, but also furnishings;
- **Big Maps**: world dimension, with maps, skylines, street maps, all icons of some cities that inspire new objects;
- **Mini Maxi Design**: the design dedicated to children, with some icons in mini format but also objects created ad hoc;

**The Pitti Bimbo Walk Through**

The stylists of some magazines dedicated specifically to children virtually enter the Pitti Connect showrooms, proposing special fashion themes dedicated to the next winter;

**Buyers Selects**

A selection of top international buyers draws up a ranking of their most interesting discoveries, browsing through the Pitti Connect collections.

**Top Cartoons**

The characters of comics and cartoons are tired of dressing in a stereotypical way, but they have a strong and precise style, we try to respect it by making them alternative proposals. A project curated by the designer and influencer Alessandro Enriquez.

**The Nest Crew**

A special project on the kidswear brands launched by The Nest, the section of Pitti Bimbo that scouts among the emerging brands in the international scene, and on how they have grown and established themselves more and more as reference brands for children's fashion research; a project in collaboration with Dimitra Zvakou founder of Little Pop Up concept lab in Berlin;

**Around Kids**

A project that travels between various continents to meet with different people linked to culture, lifestyle, food



and more, and hear from them how they relate to shopping for their children: images and interviews on what they choose, how much the little ones have a say, and above all how important trends are to them.

**For the day by day calendar of the events, please see The Billboard section on the Pitti Immagine website:**

**<https://bimbo.pittimmagine.com/it/thebillboard>**

*Florence, January 27, 2021*

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