



# PITTI IMMAGINE BIMBO

## **PITTI BIMBO 94 Florence, Fortezza da Basso 11-13 January 2022**

***The games are on again!***

The 94<sup>th</sup> edition of Pitti Bimbo will once again be held concomitantly with Pitti Uomo at the Fortezza da Basso from 11 to 13 January. The reference fair for kidswear is gearing up: like an innovative department store, the exhibition itinerary will offer an in-depth panoramic view of the kaleidoscopic Kids' Planet. From iconic to niche brands following a complete, international and selective vision that ranges from basic clothing to sportswear, from experimental to everyday fashion, from footwear to accessories. Alongside a selection of adult fashion companies that will be presenting their Kids' lines at the same time in their own spaces at the Fortezza.

"Pitti Bimbo is also ready to make its contribution to the recovery of Italian fashion and international trade", **says Agostino Poletto, General Manager of Pitti Immagine**. "We are already at work in order to be able to open the fair in complete safety, with specific protocols and a level of attention that were decisive for welcoming visitors last summer, making them feel safe and ready to start again with lots of energy and a desire to discover the exhibitors' new ideas in person. Once again we will be presenting Bimbo concomitantly with Pitti Uomo, while we wait for the international situation and the markets to settle down. We are aware that, during this phase, the possibility of allowing the two fairs to dialogue with each other – and give buyers who handle both segments the chance to make just one visit to Florence – is an important service for the market. We are pleased to present this new edition with an expanded exhibition area covering several pavilions and an itinerary through the collections that has been revamped compared to last June. The exhibitors are responding enthusiastically, they do not hide the difficulties but, at the same time, they express a clear desire to be able to represent themselves again with their best qualities. We will have bigger numbers than at the last edition, both in terms of exhibitors as well as buyers, also thanks to targeted incoming delegation programs aimed at important international retailers and the new online entities who are achieving significant results on the market".

### **The MAECI and the ICE AGENCY support Pitti Bimbo and the winter editions of the fairs**

The Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and the ICE – Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies valorize Florence's role in the fashion sector on the international scene by supporting the Pitti Immagine winter fairs. An essential contribution to the physical and digital versions of the fairs, the programs of incoming delegations of foreign members of the trade, the events and the promotion.

### **UNICREDIT: PITTI IMMAGINE'S MAIN SPONSOR**

Pitti Immagine's three-year collaboration continues with UniCredit, the pan European banking group which is determined to maintain strong roots in the territories and a wide-ranging relationship with the communities in which it operates, supporting them on multiple fronts. Concentrated on the themes of sustainability and innovation with a particular focus on supporting the internationalization of Italian companies.

"The partnership with Pitti is testimony to our commitment to supporting *Made in Italy* businesses" **states Livio Stellati, Head of Territorial Development UniCredit Centro Nord**, "of the production excellences that stand out for their ability to combine tradition, innovation and sustainability and to concretely respond to the challenges of this historic moment which require a strong effort on the part of every one of us to make the ecological transition. At UniCredit we are aware of this and long ago launched various initiatives in this direction. Our business strategy revolves around supporting our clients, communities, partners and the industry in general, doing our bit to finance the transition towards a more sustainable and inclusive economy".

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## PITTI REFLECTIONS

### The new theme of the Pitti Immagine winter fairs

PITTI REFLECTIONS is the new theme of this edition of the fairs: the leitmotif of the Fortezza da Basso and Stazione Leopolda installations, realized under the creative direction of Angelo Figus, and the innovative impulse behind the advertising campaign shot by the Narènte duo in a high-impact photographic set. *“The editorial theme is always very important at the various editions of Pitti, and we dedicate a lot of attention to it”, explains Agostino Poletto, General Manager of Pitti Immagine. “Incidentally, the 2020 theme ‘Show your flags at Pitti’ was selected by the ADI Design Index for the Golden Compass Award, and we are very proud of that fact. PITTI REFLECTIONS means reflections in the sense of contemplations as well as in the optical sense, interior and exterior reflections, windows that open, glimpses that lead inside and make us look far away, references that go beyond our expectations to represent a new beginning”.* (see specific press release)

## THE BUYERS

Pitti Immagine is working very hard on a **program of incoming delegations of top buyers** with the aim of bringing the preeminent names in retail kidswear and the most qualified and authoritative members of the trade to the Fortezza. The whole city of Florence is also preparing to welcome and host them in the best possible way.

## THE PROTAGONIST BRANDS\*

**170 brands in total, 81 of which from abroad (48% of the total)**

*All the brands taking part in Pitti Bimbo 94 at the Fortezza da Basso are also showcasing their collections on the Pitti Connect digital platform.*

## THE PITTI BIMBO ITINERARY\*

New locations inside the Fortezza for an evolution of the fair segmentation and presentation of the latest collections. These are the two core spirits with which Pitti Bimbo will be presenting itself in January, together with a now essential focus on sustainability that the fair wants to emphasize and encourage.

## 100% BAMBINO

The big designer labels and the brands which have long been committed to dressing kids will find space in this section – staged in the **Sala delle Nazioni** and the **Sala della Ronda** – which aims to offer a broad range of wardrobe choices from the cradle to teens: luxury, sartorial, sporty and urban.

The protagonist brands of 100% BAMBINO include:

**Aletta** (Italy), **Anja Schwerbrock** (Belgium), **Byblos** (Italy), **Canadiens** (Italy), **Crocs** (United States), **Dili** **Best Natural by Picci** (Italy), **Ed Hardy** (United Kingdom), **Elizabeth Emanuel** (United Kingdom), **Falcotto** (Italy), **Fun&Fun** (Italy), **Hanssop** (Netherlands), **IDO** (Italy), **Kickers** (France), **Laranjinha** (Portugal), **Mauna Kea** (Italy), **Mou** (United Kingdom), **Naturino** (Italy), **Oilily** (Netherlands), **Perry Ellis America Kids** (United Kingdom), **Play Up** (Portugal), **Pom d’Api** (France), **Premiata Will Be** (Italy), **Raized** (Netherlands), **Refrigiwear** (Italy), **Regina** (Italy), **Sarabanda** (Italy), **Stella Cove** (United States), **Superga Kidswear** (Italy) and **Vlasta Kopylova** (Turkey).

**P.a.r.o.s.h** makes its debut proposing a girls’ collection of perfect “mini-mes”, double-faced garments, jackets and coats that precisely reproduce mom’s.

Among the special participations also **Dolce & Gabbana**, with the presentation of the main themes of the Autumn / Winter 2022-23 Childrens Collection: on stage at the Sala delle Nazioni, within a special installation inspired by the creativity of the Limited Edition Baci Perugina Dolce Vita, enriched by the typical decorations of the Sicilian Cart.



Then there are the kids' collections showcased at Pitti Uomo together with the adult ones for a more organic illustration of the individual brands, with names like **Herno** at the Teatrino Lorenese, **Blauer Junior** at the Ghiaia Pavilion, **Invicta** at the Cavaniglia Pavilion.

Plus, **Ecoalf** in the Ghiaia Pavilion with a truly special project: this is the first time that it has exhibited its kids' line. Created in 2009 following the birth of founder Javier Goyeneche's two children - Alfredo and Alvaro - Ecoalf has always believed in using natural resources in a responsible way in order to protect the future of future generations. The collection proposes jackets and waistcoats created from recycled plastic bottles, recycled cotton sweatshirts and T-shirts, recycled nylon sneakers.

### **THE KIDS LAB!**

Pitti Bimbo will once again be presenting the section reserved for cutting edge kidswear and kids' lifestyles in the **Arena Strozzi**: young pioneering brands that stand out for their style, materials and philosophy. With a minimum common denominator: constant research.

The protagonists of THE KIDS LAB! are:

**3 Sprouts** (Canada), **A Muffin in the Oven** (United States), **Boboux** (New Zealand), **C'era una volta** (Italy), **Collégien** (France), **Done by Deer** (Denmark), **Fresk** (Netherlands), **Frugi** (United Kingdom), **Hust & Claire** (Denmark), **Infantium Victoria** (Germany), **Ivy & Oak** (Germany), **Izipizi** (France), **Kukukid Brand** (Poland), **L'Orsobruno** (Italy), **Mr Tiggle** (Italy), **Naturapura** (Portugal), **Oli & Carol** (Spain), **Oùcollie** (Polonia), **Pehr** (Canada), **Ria Menorca** (Spain), **Twin&Chic** (Spain), **Ulla Lab** (Italy), **UPA** (Ireland).

### **I WANT TO BE GREEN**

I WANT TO BE GREEN means paying attention to sustainability in all its variations related to ethics, respect and upcycling. It consists of content that passes through big and small brands born with this marked vocation. The project is curated both in the Fortezza as well as on Pitti Connect by Dimitra Zvakou of the Little Pop Up Concept Store, Berlin.

*\* brand list updated as of 10 January 2022*

### **PITTI BIMBO EDITORIALS:**

An exclusive format aimed at concept stores, a special selection focused on trending themes curated by stylist Maria Giulia Pieroni. For this edition, two hot themes for two special Editorials one of which will be online on Pitti Connect:

#### **\_ MAGIC BOX**

There is a lot of attention in board games which are presented with interesting graphics. The classic ones, the original ones, the brain-teasers, the fun ones. Boxes with beautiful graphics, with interesting packaging designed for games to take with you everywhere. They become everyday rituals or signs of a special occasion. In any case, they keep you in good company!

On stage at the Fortezza da Basso, Sala della Ronda and online on Pitti Connect

#### **\_ INSTANTLY OUTDOORS**

Outdoors is best and, if it's cold, even better. Useful and amusing, below zero elegant and technical accessories. A special Editorial dedicated to the brands with the biggest outdoor spirit presented online on the Connect platform.

### ***Here are some of the projects, events and highlights of this edition:***

#### **\_ Nicoletta Costa and Illustrabimbi**

The famous writer and illustrator of children's books (now also including animated personages) will be bringing two of her best-loved characters to the Fortezza da Basso - Nina & Olga – the protagonists of a series broadcast on Rai Play and Rai Yo-Yo. She will actually be debuting the **Illustrabimbi** collection which always uses fabrics with a fairy-tale subject. In particular, for this collection, there will be a series of



garments by Nicoletta Costa who will also be at the children's bookstore Todo Modo Dilà in Florence (Via dei Serragli, 18/R), a magical place in the city, for a very special book signing – Wednesday January 12, at 5.00pm - of the first titles inspired by the adventures of Nina & Olga published by Mondadori-Libri per Ragazzi.

#### **ON DISPLAY AT THE FORTEZZA**

Two 'gems', two exhibitions, one of illustrations and one of photography. The writer and illustrator **Nicoletta Costa** will present a gentle and colorful children's universe in around ten plates; while **Style Piccoli** magazine embraces the concept of Pitti Uomo + Pitti Bimbo with a series of portraits realized by Amina Marazzi Gandolfi that depict new dads: a bit eccentric, a bit whimsical, but always extremely affectionate.

#### **The Pitti Bimbo 94 editorial projects online on Connect:**

Starting on 7 December, Pitti Bimbo will be online on the Pitti Connect platform and on our community's social network channels featuring research dedicated to the brands and style itineraries with real time updates which will continue throughout the winter, following the course of the sales campaigns. Here is a series of special editorial projects and content linked to the Pitti Bimbo brands and the kidswear universe:

##### **\_ WALK THROUGH**

Style itineraries curated by a stylist who chooses a series of trendsetting garments from among the Pitti Bimbo protagonist brands in the digital showrooms on Pitti Connect, just as they would do for their magazines. Here are some of those scheduled:

- \_ **Walk Through by Maria Giulia Pieroni**
- \_ **Walk Through by Daniela Stopponi of *Style Piccoli* magazine.**
- \_ **Walk Through by Petra Barkhof of *Scimparello Magazine*.**

##### **\_ AROUND KIDS**

A virtual journey presenting children immersed in their reality through the eyes of their parents. What do they do, how do they amuse themselves, what are their homes like, their wardrobes, their games? A perspective that moves through different countries and changing habits in a series of exclusive interviews.

##### **\_ BUYERS SELECT**

Top buyers for physical and online stores talk about what they look for, how they choose, their style and that of their clients in a reality that is constantly changing.

##### **\_ STYLE BETWEEN THE PAGES – FROM ART TO FASHION**

Three rendezvous with three illustrated books for young and old which – through the works of famous artists, past or contemporary – offer cues for talking about fashion. The *Style Piccoli* journalist, Oriana Picceni, guides us through wonderful pages, poetic drawings and different styles which pass from the painters' canvases to outfits with surprising details, all chosen from among the brands at Pitti Bimbo 94.

**Florence, 11 January 2022**

**Main partner:**

