



# PITTI IMMAGINE BIMBO

**PITTI IMMAGINE BIMBO 95**  
**Florence, Fortezza da Basso**  
**22-24 June 2022**

**An all new Pitti Bimbo!**  
**The kidswear fair is independent again with its own edition and dates:**  
**three days of 'full immersion' starting with fashion at the center**  
**going on to involve lots of other worlds *that rotate around children.***

***Welcome to PITTI \_ ISLAND!***

Pitti Immagine Bimbo no. 95 will be held from 22 to 24 June at the Fortezza da Basso in Florence. After two editions realized concomitantly with Pitti Uomo, the fair is independent again and is growing. The exhibition spaces and formats have been expanded, the number of special projects and the presence of international brands has been increased making the fair an authoritative and expert voice in the multi-faceted world of kidswear and kids & family lifestyles. In June, the 95<sup>th</sup> edition will be enriched by a series of events and rendezvous in the Fortezza and online on Pitti Connect guaranteeing a dynamic and concrete recovery. One highlight is the return of the *Apartment* section with collections destined for the most exclusive boutiques, and the arrival of the *Pop Ups*, special layouts for turning the spotlight on products that intersect with kids' fashion.

### **The MAECI and the ICE AGENCY support the summer 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 together valorize Florence's role in the fashion sector on the international scene by supporting the Pitti Immagine summer 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 PARTNER**

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. It concentrates on the themes of sustainability and innovation with a particular focus on supporting the internationalization of Italian companies.

"The partnership with Pitti is evidence of our commitment to supporting *Made in Italy* companies" states *Livio Stellati, Head of Territorial Development UniCredit Centro Nord*, "and their preeminent products which stand out for their ability to combine tradition, innovation and sustainability and to concretely respond to the challenges of this historic moment that requires a strong commitment from everybody to make the ecological transition. At UniCredit we are aware of this and already launched a number of related initiatives a while ago. Our business strategy sees us committed to supporting clients, communities, partners and the industry in general, doing our bit to finance the transition towards a more sustainable and inclusive economy".

### **THE BUYERS who have confirmed their participation**

These are some of the buyers from the most important international and Italian department stores, shops, and boutiques, as well as online retailers that have confirmed their presence at Pitti Bimbo 95:

**51 East** (Qatar), **Agiemme** (Italy), **Al Garawi** (Saudi Arabia), **Al Mana** (Qatar), **Al Tayer** (UAE), **August Pfueller** (Germany), **Aw Rostamani** (UAE), **Bergdorf Goodman** (USA), **Boon the Shop JR** (South Korea), **Browns Fashion** (UK), **Chalhoub** (UAE), **Childrensalon** (UK), **Coin** (Italy), **Engelhorn** (Germany), **Fenwick** (UK), **Harvey Nichols** (Qatar), **Humble Children** (UK), **Il Monello** (Italy), **Le Bon Marchè**

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(France), **Level Shoes** (UAE), **Liverpool** (Mexico), **LM Bambini** (Australia), **Luisaviaroma** (Italy), **Magasin du Nord** (Denmark), **Magic Edition** (South Korea), **MyTheresa** (Germany), **Modes** (Italy), **Neiman Marcus** (USA), **Ounass** (UAE), **Pastelworld** (South Korea), **Peter Pan** (Italy), **Podium Almaty** (Kazakhstan), **Rinascente** (Italy), **Selfridges** (UK), **Shan & Toad** (USA), **Suhyang** (South Korea), **T Gouden Koetsje** (The Netherlands), **Whoopi** (USA).

## **PITTI \_ ISLAND**

### **The new theme of the Pitti Immagine summer fairs**

An island as a point of reference, a fixed spot, a physical and interior place but, above all, a point of encounter and debate. “**PITTI \_ ISLAND**, the theme for summer 2022, will be an imaginary island connected with the whole world in a process of constant mutual exchange. A land of selected, sociable and open botany, at times amusing, reflective and absorbing, sensitive to ideas, a place for meeting each other, for spending time together before each one of us sets off again on our own journey”, **explains Agostino Poletto, General Manager of Pitti Immagine**. “Here we find the perfect metaphor for our fairs and the objective we want to achieve at each edition, selecting the very best in fashion creativity”.

**PITTI \_ ISLAND** is a concept presented in all the communication (adv, video, social) curated by the creative director Angelo Figus and by Narènte, Lucio Aru and Franco Erre who have been entrusted with the whole visual part. A production that also heavily characterizes the layouts at the Fortezza da Basso, followed by architect Alessandro Moradei. *(see specific press release)*

## **THE PROTAGONIST BRANDS**

**211 brands in total, 143 from abroad (68% of the total)**

*All the brands participating in Pitti Bimbo 95 at the Fortezza da Basso are also showcasing their collections on the Pitti Connect digital platform.*

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## **THE PITTI BIMBO ITINERARY**

Inside the Fortezza da Basso two macro areas will present the evolution of kidswear, the various styles and different responses to the multiple demands of children’s wardrobes.

## **100% BAMBINO**

### **A concentrate of must have brands and collections**

Bon ton, luxury, sporty and urban... Kids’ wardrobes integrate different styles, trends that come from adult fashion and great unmissable classics. For this reason, we have designed a section which can offer a glimpse of a vast panorama of collections that express the different souls of kidswear. Here the big designer labels and iconic brands that have always been committed to dressing children are concentrated. From micro-outfits for newborns and their cribs to teens with the most versatile requirements. From ceremonial outfits, with a classical or contemporary cut, to activewear for school and leisure. From Mini-Mes to street references. The brands brought together in “100% bambino” are the starting point for creating the ideal wardrobe on which parents and kids can agree, combining style and practicality, and increasingly responding to the demands of eco-sustainable fashion.

The protagonist brands include:

**Aigner, Aletta, Antony Morato, Atlanta Mocassin, Bikkembergs, Bimbalo', Byblos, Calvin Klein Jeans, Canadian, Colors of California, Crocs, Dixie Girl, Dolce & Gabbana, Ducati, Ed Hardy, Effiki, Eirene, EMC Everythingmustchange, Falcotto, Flower Mountain For Naturino, Fun & Fun, Gingersnaps, Herno, Ido, Imperial Kids, Ipanema, Jeckerson, John Richmond, Kickers, La Stupenderia, Liewood, M'a Kids, Mama Luma, Manila Grace Girl, Mauna Kea, Mc2 Saint Barth, Milla By Camilla, Minibanda, Miss Blumarine, Molo, Morelli, Naturino, Nessi Byrd, Perry Ellis America Kids, Petite Amalie, Play Up, Please Kids, Pom D'api, Sarabanda, Stella Cove, Story Loris, Super Smalls, Superga Kidswear, Tommy Hilfiger, Twin&Chic, Vingino, Vlasta Kopylova, W6yz, Walkey, Yellowsub.**



## THE KIDS'LAB!

### A creative and exciting showcase for international cutting edge kidswear

A wave of creativity, ready to astonish and capture the attention, a laboratory of ideas. That's The Kid's Lab! In this section, reserved for cutting edge kidswear and kids' lifestyles, there is space for the most original and unpredictable collections to be worn as declarations of independence, as well as sophisticated outfits. They are designed by young and pioneering brands that stand out for their always very personal design, the choice of materials that is never banal and the philosophy that now embraces eco-ethicalness in an across-the-board manner. Small independent productions, the result of constant research, for anyone wishing to add a touch of personality to characterize the proposals aimed at kids.

The KID'S LAB brands include:

**Alitsa, AO 76, Apini Outfitters, Artemis & Apollon, Blade And Rose, Bling20, Bobux, Booso, Caramel Et Cie, C'Era Una Volta, Chikatai, Collégien, Cotton Moon, Danhera Italy, Elle Porte, Eshvikids, Et D'Emie, Folpetto Swimwear, Illustrabimbi, Illytrilly, Infantium Victoria, Inuwet, Isleande, Jellycat, Kukukid, La Scimmia Da Bagno, Looks By Luks, L'Orsobruno, Ludo', Malvi & Co, Mama's Feet, Manufaktura Falbanek, Mimi & Lula, Mini-La-Mode, Mr Tiggle, Naturapura, Nikolia, Nikolli, Noese, Nz Kidzzz, Oûcollie, Perle D' Azur, Petites Pommes, Poupette St Barth, Prestige, Prinsessefin Kjersti Of Norway, Shoo Pom, Spilow, Sunocracy, Tiny Beans, UI&Ka, Upa, Vandoma, Wildkind Kids, Ykra Kids.**

### Among the HIGHLIGHTS and the DEBUTS of PITTI BIMBO 95 make sure to check out:

#### See you at PITTI ISLAND!

#### The Pitti Bimbo cocktail party at the Fortezza

**Wednesday, June 22, from 5.30 pm to 7.30 pm**, the special cocktail party dedicated to the Pitti Bimbo community is taking place at the Fortezza, during which there will also be a **Live performance of the Piccolo Coro del Melograno: the children chorus will wear pieces from the new Wildkind S/S 2022 collection** (special thanks to **Crocs**).

\_ the debut of the new **Miss Blumarine**, a collection dedicated to little girls with particular attention dedicated to the ceremony and contemporary everyday elegance;

\_ the presentation of the new **Herno** kids collection in the 100% Bambino section.

\_ the participation of **Dolce & Gabbana**, which interprets the concept of the "Island" - which fully belongs to the brand's identity - with a special creativity;

\_ the presentation of the collection of the Danish brand **Molo**, the Scandinavian brand which is one of the protagonist of the contemporary kidswear;

\_ the participation of a world-class name like Miniconf, showcasing the new collections of its brand roster: **Minibanda, Ido, Sarabanda, Superga Kidswear, Ducati**;

\_ The return of the all-Italian creativity of the **La Stupenderia** brand;

\_ **Mc2 Saint Barth's** kids beachwear starring in an independent space in Piazzale delle Ghiaia;

\_ the debut of **Atelier Molayem Kids**, a jewelry line expressly dedicated to children experienced as a tangible sign of love. Stella Molayem, Roman of Persian origins, after the women's collections, in which religious and non-religious symbols blend into a new aesthetic, has conceived a series of pieces for anniversaries and not, up to a real mini me or exchange of pieces between mother and daughter, in a precious game;

\_ the return to Pitti Bimbo of the urban kidswear designed by **Antony Morato**;



\_the debut at Pitti Bimbo, in the Apartment section, of **Helmstedt little**, the kidswear collection by young Danish designer and artist Emilie Helmstedt, one of the most exciting emerging talent on the Danish scene, who was also shortlisted for the famous LVMH Prize 2020.

### **Special Guest of Apartment is VITELLI KIDS**

At this edition, the Apartment section also hosts the debut of Vitelli Kids, the first capsule dedicated to the children's world by Vitelli, an Italian knitwear brand that has become one of the key players in eco-responsible fashion.

### **The special projects and new formats @ Pitti Bimbo 95**

Sections which return to enhance the exhibition itinerary and lots of new features: this is how the fair will be enlivened with targeted focuses on fashion and lifestyles.

## **APARTMENT**

### **An exclusive island in the kidswear atoll**

The return of *Apartment* to Pitti Bimbo completes the fair offering and is positive, high-quality evidence that the sector is starting up again on international markets.

A rigorous selection of brands will make up the project of the new *Apartment* which has long been the place in which to immerse oneself in small, highly researched collections, valuable expressions of design and creativity, far removed from well-worn paths and the more classical rules. At Pitti Bimbo 95, Apartment renews itself, leaving its traditional location and moving to the garden, while maintaining its exclusive identity. Within the geography of the fair, the project will be located inside The Kids'Lab!, the macro area dedicated to experimentation, of which *Apartment* represents the most precious and original side, capable of combining research, esthetics and uniqueness.

The protagonist brands at this edition include: **Ancient Greek Sandals, Anja Schwerbrock, Amiki Sleepwear, Amelie et Sophie, Atelier Molayem Kids, Helmstedt little, Paade Mode, RaspberryPlum, Tia Cibani, Vitelli Kids.**

## **THE NEST**

### **Small, original companies with great potential**

The Nest is the incubator of the most exciting experimental brands, inventive and highly creative, with powerful messages and a green spirit, that are just emerging on the kidswear market. Collections that champion commitment, beauty, ethics, and craftsmanship, discovered through the international scouting activities in collaboration with Dimitra Zvakou, pioneer of responsible kidswear and founder of the Berlin concept lab Little Pop Up. The brands: **Artemis & Apollon, Et D'Emie, Helps Nature, Ludo', Noese, Tiny Beans**

## **POP UPS**

### **Hunting for curiosities**

Another new entry at this edition is the "Pop Ups" project. Almost punctuating the discourse of the collections, the pop ups will bring an explosion of new ideas! They will turn the spotlight onto new merchandising segments, original, curious and trendsetting, in order to redesign the layout and create an archipelago packed with energy.

## **I WANT TO BE GREEN**

### **Sustainability as a mirror of change**

From a special project to a constant presence inside the fair, I WANT TO BE GREEN returns to propose a 360° exploration of the ethical and eco-responsible themes that are increasingly encompassing fashion, especially fashion designed for kids. Pitti Bimbo proposes and supports large and small brands created with this marked vocation. The selection is curated both in the Fortezza as well as on Pitti Connect by Dimitra Zvakou of the Little Pop Up Concept Store, Berlin.



## **PITTI BIMBO EDITORIALS:**

Editorial research dedicated to concept stores, a rendezvous for contaminating collections and looking into new worlds. The stylist, Maria Giulia Pieroni, explores the themes of the latest trends and translates them into exciting layouts. Once again at this edition, two special Editorials, one to explore at the Fortezza and the other online on Pitti Connect:

### **MY FIRST**

My First is dedicated to the new trousseau made up “of first times”, of cult objects, from the studded jacket or, more precisely, the little studded leather jacket, to the polo shirt or five pocket jeans. There is always a first time and the fascinating and irresistible world of the newborn also represents, with the gift-giving moment, a business opportunity.

Staged at the Fortezza da Basso and online on Pitti Connect

### **WICKERWORKS**

Wickerworks looks at the world of craftwork and the intertwining created from accessories to fun furnishing pieces. It will be a protagonist online on Pitti Connect.

## ***Among the special participations at this edition:***

### **The special installation by INFANTIUM VICTORIA**

The high-end contemporary organic and vegan fashion brand Infantium Victoria presents the special installation Wishing Tree for Blooming Planet, at the Cavaniglia Pavilion. A message of hope and an invitation to all visitors of Pitti Bimbo to express their hopes, dreams and wishes; for a sustainable fashion movement, a healthier planet and happier people.

### **Pippi at Pitti**

The extraordinary protagonist of incredible adventures and a model of independence and empowerment, Pippi Longstocking is the special guest of Pitti Bimbo 95, where she has a dedicated space at the Cavaniglia Pavilion. Iconic objects, heritage pieces, tables, and collectible books celebrate a character whose charisma has never faded. This independent, creative, unconventional girl knows the value of friendship, a bond with animals, and joy. “If you are very strong, you must also be very kind” is one of her many mottos. And who could blame her?

## ***The projects dedicated to books for concept stores:***

### **LUPOGUIDO**

The world of children is no longer seen only through the wardrobe but with an expanded gaze toward different worlds, especially beautiful books. LupoGuido seeks stories not only told with carefully chosen words but also with special illustrations. Plots are directed at children, free of stereotypes or prejudice, focusing solely on their imagination. LupoGuido leads to new authors 13 and important past collections, from North to South of the world, without prerogatives, based on ethics and aesthetics. A book is an act of offering rather than an object. LupoGuido is a precious and quality selection for all concept stores and anyone looking for something unique. At the Cavaniglia Pavilion.

### **TODO MODO DILÀ**

Todo Modo Dilà is a bookshop in Florence for children and teenagers that combines the joy of reading with the joy of being together and maybe even having a snack. During the three days of Pitti Bimbo, it has temporarily moved to the Fortezza, on the Ground Floor of the Central Pavilion, with a selection of fantastic stories about fashion and not only, creating islands of memories. You can browse, buy, or ask for advice to create a book corner in your own space—power to the imagination.



### **The new vintage kids by A.N.G.E.L.O corner**

For the first time at Pitti Bimbo, a space dedicated to vintage proposals, curated by A.N.G.E.L.O., one of the most extensive and renowned vintage fashion archives and stores in Europe, and a source of inspiration for top designers and stylists from the most popular magazines. In a special corner at the Cavaniglia Pavilion, Angelo Caroli has curated a selection of children's pieces into two main trends: one dedicated to experimentation and inspiration, comprised of hardly available and, therefore, not very commercial garments of iconic value. Marinière t-shirts from the Seventies, a collection of Hawaiian shirts with irresistible prints from the Sixties, the perfect leather jacket, Italian knitwear with an outdated hand but timeless shapes and quality, and a series of iconic and unique styles perfect for the office. The second trend includes garments that still hold a commercial appeal: from American Levi's jeans to tailored jackets, sporty sweatshirts to dungarees, and well-made shoes to shirts.

### **Pitti Studios: the content production service goes mobile with the Hyphen Truck**

Pitti Immagine launches a new collaboration with Hyphen-Group to offer exhibitors at the upcoming shows an increasingly complete service for digital content production, now also available through the mobile production unit of the new Hyphen-Truck. The Hyphen-Truck will now be available at the Fortezza da Basso during Pitti Uomo. It is an entirely autonomous production unit on wheels, able to offer, within a small space, everything needed to produce, post-produce, and distribute product photos and videos on any digital platform: from Pitti Connect to B2B and B2C market places, from corporate websites to social media. In addition to receiving high-quality and personalized creative content, exhibitors can also optimize logistics costs and time through the new service.

### **The Style Piccoli photographic exhibition**

At Pitti Bimbo 95, Style Piccoli magazine presents the exclusive photo exhibition "New Generation: ad alta velocità dell'inverno [speeding through winter]". On skateboards, scooters, and mini bikes, children are dynamic, but stylish. Photographer Silvia Tenenti tried to make them stop, even just for a moment, with the help of stylist Daniela Stopponi. Many photographs present today's kids, who have very clear ideas on style

### **Communication plan**

On top of the numerous online activities on Pitti Connect during Pitti Bimbo, there will be a real editorial office called **Magic Word** – at the **Ground Floor of the Main Pavilion** - overseen by Alessandro Enriquez and dedicated to Italian and international influencer and to media outlets, for curating videos, postings, stories, photos of people and garments as well as events not to be missed.

Furthermore, Canadian photographer Emily Kornya will organize a series of photoshoots showcasing the garments at the event, and the Pitti Bimbo Instagram page will have a specific communication strategy.

### **PITTI CONNECT**

#### **Among the Pitti Bimbo 95 editorial projects online:**

Starting on May 18th, Pitti Bimbo is 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 summer, following the course of the sales campaigns. Here is the editorial content which will be online soon.

#### **\_ 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 Style Piccoli Magazine.**
- \_ Walk Through by Petra Barkhof of Scimparello Magazine.**
- \_ Walk Through curated by Hooligans 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.

#### **Among the Pitti Bimbo collaborations:**

##### **POLIMODA | OTB | PITTI IMMAGINE Junior Summer Camp**

Polimoda, in partnership with OTB Group and in collaboration with Pitti Immagine, presents the third edition of the Junior Summer Camp, a training experience dedicated to kids aged 8 to 12, which will be held at Villa Favard for a week starting from 4 July. This year's edition is entirely devoted to the *Campagna Abiti Puliti* [Clean Clothes Campaign] and the clothing production chain. Lessons and workshops will actively and joyously concentrate on a sustainable creative project, helping children to reflect on topics like the second life of fashion, the impact of our consumption habits on the environment, the reduction of waste and the adoption of a more responsible lifestyle.

#### **ECOALF dresses the Pitti Boys & Girls**

*Pitti Immagine would like to thank ECOALF for its contribution to dressing the Pitti Boys & Girls at this edition of the fairs.*

Main Partner:

