



Pitti Bimbo – TRENDS

PLANT NATURE, HARVEST LOVE

The timeless style of baby collections made from sustainable materials and designed for the most sensitive skin. Bamboo fiber sets accompany the child's growth and everyday life moments, from bath time to sleeping, eating, playing, and walking. Made-to-last slow fashion proposals in premium cotton. Older children will enjoy a minimal yet playful approach to knitwear, eco-friendly and handmade.

Plastic yarns obtained by recycling ocean plastics or PET bottles, made of 100% regenerated polyamide fibers, packaged in recycled paper and sugar cane. Reusing textile waste in polo shirts, t-shirts, and bags to promote a zero-waste philosophy. Shirts embroidered with cotton thread, as well as backpacks printed with natural pigments. For the bedroom, crochet plush in cotton thread stuffed with natural fibers. Footwear includes slippers, ballet flats, espadrilles, and slippers made of organic GOTS and Oeko-tex certified materials.

Plant-derived hypoallergenic, biodegradable detergents for the hygiene of rooms, games, and everyday objects. Emulsions are formulated to match natural pH levels.

CANDY TALES

Luxury, but not only: a hub of emotions between tailoring and the dreamy. The elegance of special occasions is embodied in tops in pastel tones and skirts that resemble flower petals. Dresses with exclusive details for girls of all ages. The designs feature wide shapes, large volumes, and asymmetries for modern princesses. Pink, white, and blue voiles adorn special dresses with couture touches on tulle and sparkle accessories.

Leisure time turns the Mini-me mantra into a game that borrows cues from womenswear. An ironic and romantic dialogue of proportions for mini-dresses, balloon skirts, and sweatshirts. Sequins, jersey prints, and applications for cool girls. The bijoux offer is also a must-see. Loyal partners in adventures, these rings and bracelets are tokens of affection. And again, baby pink-packaged fruity lip balms, shower products, and make-up, all strictly vegan and with formulas based on natural ingredients, paraben-free and cruelty free, loved by girls and mothers.

ETHIC RESORT

Unicorns and mermaids populate the world from a summer fairy tale. Bright colors, cocoon lines, and Seventies influences: this is the DNA of Resort proposals in pure linen and zero-km cotton. A style that pays attention to detail but also cares for the environment. Caftans, ruffled tops, and balloon skirts over animal-print one-piece swimsuits and fairy-print maxi dresses. Nothing is more versatile than oversized kimonos in pastel shades enhanced by vibrant reds and greens for girls. While boys enjoy joggers and stand-up collars.

The swimwear collections combine tropical flora and fauna with vitamin or gradient touches as if underwater. GOTS certified organic cotton or recycled polyester boxer and bikini with UPF50+ sun protection. Innovative eco-swimwear that is chlorine-resistant, seawater-resistant, and sunscreen-resistant, with plastic-free packaging. The fabrics feature high-quality post-consumer yarns, made from plastic bottles and recycled waste. There is a 100% reduction in water usage during printing. As never before, resortwear pays homage to sustainability.

STRAWBERRY FIELDS FOREVER

Brushstrokes in soft shades: natural scenery, clean lines, and eco-friendly fabrics. A Nordic-inspired comfort-chic wardrobe that becomes a lifestyle. The design is timeless and essential, a testament to the vast spaces to wander into, even with the imagination. Vintage outfits for little bohemians and mini adventurers: garments made to last and be passed down from generation to generation. Little genderless capsules in certified organic cotton, labels included. Accessories and collars are sometimes removable or transformable, making them wearable in different ways.



Capsules that pamper your senses. Textiles colored with plant pigments, organic cotton of high quality that guarantees resistance, ethically cultivated, favoring circularity in the supply chain. Hand-drawn prints on impalpable textures, with hidden zippers for children's safety. The layettes are easy-to-mix, featuring sleeping bags, sheets, muslin, and pillowcases made of organic cotton. Handcrafted backpacks and accessories that can be printed with water or colored as desired are ideal for the older ones.