



**Pitti Bimbo 95 reconquers
its international community:
2,100 buyers arrived at the show,
of which 40% from over 50 countries.
A total of over 3,000 visitors.**

**Also for the trade show dedicated to kidswear
an edition that exceeds expectations.**

"The balance of this Pitti Bimbo is more than positive - **says very satisfied Raffaello Napoleone, CEO of Pitti Immagine**, - the data on the final turnout are positive, but above all the comments we collected from our exhibitors, who presented a total of 211 collections at this edition - considering that the show restarted a year ago with just over 70 collections at the Fortezza da Basso.

After the three days of the trade show, the number of buyers reached **2,100 visitors**, of which about **850 from abroad representing over 50 countries**. "

The **15 foreign markets** most present at Pitti Bimbo 95 were:

Turkey, United Kingdom, Spain, Belgium, Poland, Greece, Holland, Germany, United Arab Emirates, South Korea, France, United States, Bulgaria, Saudi Arabia, Russia.

"In the Fortezza, among the stands, there was great and widespread satisfaction - **adds Mr. Napoleone** - in the same wake of the desire to be there that we felt at Pitti Uomo, with some enthusiastic feedback: many exhibitors positively surprised by the international turnout and attendance - all the main European markets did well, Turkey and Middle Eastern countries did very well, the numbers from the United States and South Korea were good and, despite everything, some important Russian buyers also arrived - but above all from the quality of the buyers. They saw some of the best buyers in the kidswear world, motivated and willing to bring customers back to their stores and department stores, and who greatly appreciated the selection of collections, launches and special projects in the Fortezza, more and more oriented to tell the world of kidswear in a wide dimension, from design objects and accessories, to books and vintage.

Pitti Bimbo, held on its own dates, after two editions together with Pitti Uomo, has returned to reaffirm its role on the junior fashion market, and we are very confident for the evolution of the next editions. "

Finally, it is worth noting the great attention that Pitti Bimbo has received in the press and on social media, with **almost 200 registered journalists, influencers and media operators**, and **around 15,000 interactions** achieved by the trade show **social media channels**.

Florence, June 27, 2022