



PITTI IMMAGINE BIMBO

**PITTI IMMAGINE BIMBO 96
Florence, Fortezza da Basso
18-20 January 2023**

**Pitti Bimbo continues to grow!
The kidswear fair is expanding and arrives at the winter edition
with a renewed and increasingly international brand mix.**

**Fashion, lifestyle, beauty care, publishing are developed in new colorful
and playful exhibition itineraries.
Plus, events, debuts and collaborations for three energy-filled days**

PITTIWAY is the theme for this edition!

Pitti Immagine Bimbo no. 96 will be held from Wednesday 18 to Friday 20 January 2023 at the Fortezza da Basso in Florence. A winter edition that turns the spotlights on the most interesting international proposals. A large space will be dedicated to research, with reference brands and new names that have chosen Pitti Bimbo as a launchpad for promoting themselves. The exhibition itinerary has been expanded and involves new pavilions, spaces in which all the inner souls of kidswear will find a way of expression, with interesting contaminations that range from family lifestyle to kids' bedroom design, from toys to beauty products and publishing. Like an exclusive department store, each time the event reinvents an original brand mix, enriching it with events, collaborations, world premieres and lots of ideas to reflect upon. The focus on sustainability is confirmed as a central feature of this edition. Street style returns among the emerging trends, while the Apartment project will have an even more contemporary look. There will be two new Editorials and lots of Pop Up proposals will transform the exhibition itinerary into a colorful and engaging experience.

**THE ITALIAN GOVERNMENT and ITALIAN TRADE AGENCY (ITA)
support the winter editions of the Pitti Immagine fairs**

The Italian Government and ITA – the Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies are promoting the role of Florence in the internationalization strategy for Italian fashion by supporting the Pitti Immagine 2023 winter fairs, offering an essential contribution to the program of incoming delegations of top foreign members of the trade, the communication projects and special events.

UNICREDIT PITTI IMMAGINE'S MAIN PARTNER

Pitti Immagine's three-year collaboration continues with UniCredit, the pan European banking Group 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. This will be concentrated on the topics of sustainability and innovation, paying particular attention to supporting the internationalization of Italian companies. "The support the bank gives to Pitti Immagine" **emphasizes Renato Miraglia, Head of Wealth Management & Private Banking Italy UniCredit**, "is further confirmation of UniCredit's determination to accompany the development of the territories. In fact, it is carried out on several fronts, through the daily commitment of our people and our network, and also supports special initiatives of importance for the communities and the production fabric. Our main objective is to offer a prompt response to their requirements. For this reason, for example, in September we launched UniCredit for Italy, an operational program through which we will also be making available a maximum of € 5 billion to help companies and citizens cope with the rises in



energy costs and raw materials and with the global economic downturn. It is with these initiatives that UniCredit strengthens its role as a partner for the sustainable development of the country.”

THE BUYERS who have confirmed their participation

The buyers from the most important Italian and international department stores, experimental shops and boutiques and the online retailers who have already confirmed their presence at Pitti Bimbo 96 include names like:

51 East (Qatar), **Agiemme** (Italy), **Al Garawi** (Saudi Arabia), **Al Tayer** (United Arab Emirates), **Anna Pops** (Belgium), **August Pfueller** (Germany), **Barbara Frères** (Germany), **Bergdorf & Goodman** (USA), **Carousel Kids** (Austria), **Childrensalon** (United Kingdom), **Coin** (Italy), **Engelhorn** (Germany), **Fenwick** (United Kingdom), **Harrods** (United Kingdom), **Harvey Nichols** (Qatar), **Le Bon Marchè** (France), **Level Shoes** (United Arab Emirates), **Luisaviaroma** (Italy), **Mini Couple Shot** (South Korea), **Mister Jones & Miss Katie** (Belgium), **Modes** (Italy), **Neiman Marcus** (USA), **Nook** (Switzerland), **Ounass** (United Arab Emirates), **Peter Pan** (Italy), **Pyrenees** (Andorra), **Rinascence** (Italy), **Rubaiyat** (United Arab Emirates), **T Gouden Koetsje** (Netherlands).

PITTIWAY: the new theme of the Pitti Immagine winter fairs

The desire to restart is present in all of us, but choosing the best direction, orientation, and decisions to make is not easy. Directions, stimuli, inspirations, and needs are not always congruent with one another, and it is not possible to proceed in a straight line. **PITTIWAY**, the theme of the next Pitti Immagine winter fairs, is the result of a joint effort between creative talents and artists of the highest level, coordinated by creative director Angelo Figus. **PITTIWAY** interprets today’s moods and ambitions, transforming them into the leitmotif of the ad campaigns and layouts at the Fortezza da Basso. **A chromatic and dynamic result, combining pop and street themes, which in the campaign conceived for Pitti Bimbo 96** is expressed in the video presented by **director Leonardo Corallini** and interpreted by little Nina, Oceano and Sergio. “**PITTIWAY** underlines the many possible choices we must consider in order to exit from the complicated global gridlock”, **says Agostino Poletto, general director of Pitti Immagine**. “In this moment that is difficult, yet also creative, innovative, and diverse, the Pitti Immagine shows will be a compass for defining new directions, conceiving possible pathways, and considering the possible choices to then restart. At the Fortezza, there will be routes, turn signals, curves, and U-turns for cruising at fast speeds. A sometimes-contradictory pathway that demonstrates an inexhaustible energy: the same that leads towards the new directions, which are all still possible, of the future”.

(see attached press release)

THE PROTAGONIST BRANDS

250 brands will be taking part in this edition, around 70% of which from abroad

All the brands participating in Pitti Bimbo 96 at the Fortezza da Basso are also present on the Pitti Connect digital platform.

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 – because there is a great desire to get partying again! - to



activewear for school and leisure. From Mini-Mes to street references. The brands brought together in “100% bambino” – **staged on the Ground Floor of the Main pavilion and, from this edition also in the Ghiaia Pavilion** - 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, Antony Morato, AO76, Bikkembergs, Bugatti Junior, Canadiens, Carter_White Dubai, Crocs, Di Dutchjeans, Dolce & Gabbana, Falcotto, Fun & Fun, Hanssop, Herno, iDO, Izipizi, John Richmond, Kickers, Mc2 Saint Barth, Minibanda, Molo, Nanan, Naturino, Perry Ellis America Kids, Play Up, Pom D’Api, Perry Ellis America Kids, Petite Amalie, Play Up, Please Kids, Pom D’Api, Prairie Saint Petersburg, Rossignol, Sarabanda, Superga Kidswear, Vingino, Vlasta Kopylova.

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 – **staged at the Cavaniglia Pavilion** - 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:

Bobux, Celavi, C’era Una Volta, Chikatai, Collégien, Cream Eyewear, Elle Porte, Eshvikids, Fresk, Grech & Co, IllyTrilly, Inuwet, Jellycat, Little Dutch, Mr. Tiggie, Musli by Green Cotton, Nueces, Oli & Carol, Pigeon Organics, Riffle Amsterdam, Shoo Pom, Suncracy, The Sunday Collective, Tocoto Vintage, Wooly Organic, and Upa.

Among the HIGHLIGHTS and DEBUTS of PITTI BIMBO 96 make sure to check out:

_ MONNALISA AT PITTI BIMBO!

A big return to the fair for **Monnalisa** with a catwalk show at the Fortezza da Basso on the first day of the fair, Wednesday 18 January;

_ DOLCE & GABBANA

The participation of **Dolce & Gabbana** which interprets the PITTIIWAY concept with a special creativity;

_ ROSSIGNOL

The launch of the Junior lifestyle 2023-24 collection

Combining technicality and elegance to obtain the perfect union of two universes: the mountain and the city. Starting with these concepts, Rossignol presents its Junior lifestyle collection for winter 2023-24 at Pitti Bimbo. Since 1907 Rossignol has been the reference brand for the world of skiing and snow, but that’s not all: it reinterprets the values of performance, functionality and refinement, proposing a range with a “ski-lifestyle” spirit. Rossignol’s 2023-24 junior line features a sporty and daring collection of boys’ and girls’ jackets and coats for facing the winter with style.

_ NANAN

Returns to the fair with the new collection and the launch of a line of furnishings

The famous childrenswear brand returns to this edition of Pitti Bimbo and, alongside the clothing lines that have made it recognizable and loved by moms all over the world, it will be premiering the **BLACK edition** furniture line that includes the first made in Italy black varnished bedroom.



_ NENALIFE Kid Care

Nenalife Kid Care makes its debut at Pitti Bimbo, this is the new kids care brand by Francesca Rocco: a complete line of products for kids designed for modern moms, always up-to-date on the latest ideas for finding simple and effective ways of taking care of the delicate skin of the littlest ones.

The special Projects and lifestyle formats @ Pitti Bimbo 96

Sections which 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

The project dedicated to the most original and cutting-edge international brands. A separate world, surrounded by a layout where every detail has been curated in order to valorize the special features of every single individual brand. At this edition Apartment will be enriched with new and interesting participations. The proposals will display an evolution towards kidswear with an approach that is increasingly contemporary, luxury and, at the same time, mindful. A rigorous selection of highly researched brands with sophisticated lines and experimental materials that raise the style of the smallest set to a higher level, inviting us to look to the future with new eyes.

The brands at this edition include:

Anja Schwerbrock, Amelie et Sophie, Bianca & Noe, Esther, Hucklebones, Infantium Victoria, Paade Mode, Raspberlyplum, and Tia Cibiani.

THE NEST

The world of kidswear is constantly moving and The Nest is the project that, since January 2017 has reserved an exclusive space for small brands entering the market with innovative, dynamic and creative proposals. From the fascination that only children know how to trigger, surprising little collections are born. The selection presented is based on the careful scouting carried out by Dimitra Zvakou, kidswear pioneer, head and founder of the Berlin Little Pop Up concept lab, who sources new entities for Pitti Immagine Bimbo to present: newborn brands from all over the world that share an eco-sustainable input and individual stories ready to be discovered and, for this reason, are worthy of support.

The protagonist brands include:

Appulu, Helps Nature, Nenalife Kid Care, Noese, and W.O.P World of Pop

POP UP

Hunting for curiosities

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 to explore at the Fortezza and online on Pitti Connect:

My First Snow

Fatal attraction: the first snow, an emotion that never melts. Playing, taking the first sporting steps, trying new experiences, falling down, getting up again, immersing oneself. The mountain wardrobe, when it gets cold, is no longer unwelcome, uncomfortable, but has a fun, creative, surprising function. Small skiers, shaky snowboarders, bob and toboggan teams, fully equipped, giving it a go but with a certain style. And always covered in snow.

Cool School

An opportunity to choose between a rainbow of creative, amusing, pleasant, ironic objects: school time is not boring. An extraordinary shopping trip that is renewed every year, always exciting, always stimulating. A time that never fails to arrive, that kids wait for impatiently. Choosing their own diary, new exercise books, the satchel or backpack, pencil case, the array of pencils or even a simple rubber are magical experiences. A friendly kit: back to school becomes Cool School.

The special participations and "fun activities" at Pitti Bimbo include:

DOPPIO GIOCO: the Style Piccoli photographic exhibition

What direction will fashion take next spring? The snaps in the feature by **Daniela Stopponi** with **Luciano Pergreffi** for **Style Piccoli** magazine will attempt to show us as each brand chosen identifies the season's cult garment and entrusts kids with interpreting it, through their own emotions, gestures and expressions. In order to amplify the trend-direction and visualize it even more effectively, the image is doubled, like an Andy Warhol multiple or as though the child has met their twin.

PAUL&PAULA SCAVENGER HUNT for Pitti Bimbo 96

From an idea of the lifestyle blogger Peggy of Paul&Paula, a journey inside the Fortezza to find your PittiWay through clues and discover luxury fashion, lifestyle brands, and newcomers. Start, stop, swerve, restart! And be rewarded with a lovely goodie bag when you found all the stops on your map.

The projects dedicated to books designed for concept stores:

_ LUPOGUIDO

The child's world is no longer seen just through the wardrobe, but with an eye that extends towards different worlds and, in particular, beautiful books. LupoGuido hunts for lots of stories, told not only through selected words, but also with special illustrations. Plots constructed directly for children, without stereotypes or prejudice, aiming only to capture their imagination. LupoGuido's instinct leads to new authors and valuable catalogues of the past, from the North to the South of the world, without exceptions, in the wake of ethics and esthetics. A book as a gesture to be offered and not as an object. LupoGuido is a precious high-quality selection for all concept stores and for anyone choosing something special. At the Cavaniglia Pavilion.

_ TODO MODO DILÀ

Todo Modo Dilà is the Florentine bookshop dedicated to illustrated books, to literature for children and teenagers that blends the pleasure of reading with the delight of spending time together and maybe even having a snack. For the three days of Pitti Bimbo it will be temporarily moving to the Fortezza, on the Ground Floor of the Main Pavilion, with a selection of fantastic tales about fashion and more, creating



memory islands. It will be possible to nose around, leaf through the volumes, purchase or ask for advice about organizing a book corner in one's own space. The power of imagination.

Communication plan

Alongside the various activities during the on-line season of Pitti Connect, during Pitti Bimbo – in addition to the special projects with many individual publications – including a regular editorial office– ***Magic Word*** will be on the **Ground Floor of the Main Pavilion** – equipped with a workstation and coordinated by **Alessandro Enriquez** who will curate videos, posts, stories, the filming of people and garments, curious moments and unmissable events.

Moreover, the Canadian photographer Emily Kornya will be organizing a series of features on the garments present at the fair and the Pitti Bimbo Instagram profile will apply a special communication plan.

PITTI CONNECT

The Pitti Bimbo 96 editorial online projects include:

Starting on 6 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 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 curated by *Style Piccoli* magazine.**
- _ **Walk Through curated by *Elle Kids* 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

The top buyers for physical and online stores talk to Elisabetta Campana – a journalist specialized in fashion retail - about what they look for, how they choose, their style and that of their clients in a reality that is constantly changing.

ECOALF and AT.P.CO dress the Pitti Boys & Girls

Pitti Immagine would like to thank ECOALF and AT.P.CO for their contribution to dressing the Pitti Boys & Girls at this edition of the fairs.

Main partner:

