



**At Pitti Bimbo 96,  
2,100 buyers (of which almost 600 from abroad)  
- more than triple the figure for last January -  
gathered together in the pavilions of  
the Fortezza da Basso along with 230 exhibitors  
for an edition characterized by new features,  
experimental collections and  
a promising expansion of the merchandising categories**

The 96<sup>th</sup> edition of **Pitti Immagine Bimbo (from 18 to 20 January 2023, Florence, Fortezza da Basso)** ended amidst an atmosphere of great satisfaction among the members of the trade and confidence in a year which could reserve positive surprises for the children's clothing and accessories market, notwithstanding the fears expressed by many people in recent months.

"The buyer figures, as well as the number of exhibitors, which both showed a clear increase compared to last January, tell us that the fair has reacquired its position of international leadership" **says Raffaello Napoleone, CEO of Pitti Immagine**, "but they represent just one element of our satisfaction with how things went because, behind the quantitative dimension, there is great quality, careful work and a constant capacity for innovation. With regard to both the product offering – the stylistic research, the materials, the sophistication of the manufacturing, the orientation towards sustainability – as well as the demand, with a very interesting international mix of physical and online stores, specialist boutiques, chains, department and concept stores. And, for us organizers there was not only the usual (but never taken for granted!) work of selection and curation in the pavilions, but also a promising expansion of the merchandising categories showcased: from the world of school to sport, from toys to furniture for kids' bedrooms, from design shelf-items to publishing. We believe that this should increasingly be the Pitti Bimbo of the future".

Around **2,100 buyers** had registered at the end of the three days of the fair– over **1,500 Italian buyers** and almost **600 from abroad, from nearly 70 countries**. Overall, the **total number of visitors** exceeded **3,000**.

In first place in terms of attendance were **Turkey, United Kingdom, Spain, Russia, Germany, France, Greece, Saudi Arabia, South Korea** and **Serbia**.

Looking at the larger geographical areas we should mention **the broad participation** from the **Middle East** and **Mediterranean Africa, Eastern Europe**, the **Euro-Asian Heartland**, the **return of Japan** and the **confirmation of the big US buyers**.

There was also a lot of interest in the **special events and all the presentations** held over these three days at the Fortezza, including the big **Monnalisa** fashion show.

**"La città dei bambini gentili-The city of kind children"**, the program of workshops, events and meetings organized by Pitti Bimbo which, for the first time, encompasses the city and some of its "magical" places, from museums to bookstores, has also featured a large participation from the public and will continue until tomorrow.

**Florence, 23 January 2023**