



PITTI IMMAGINE BIMBO 97 *TRENDS*

THE SUMMER IS MAGIC

The natural embrace of carefree summer days is captured in this trend. It's about walking barefoot on the grass, playfully chasing the sun, and indulging in delicious snacks while inventing new games. The wardrobe is reimagined with colorful checks and gingham prints. Accessory-wise, vintage baskets, shoulder bags, hi-tech lunch boxes, and patterned water bottles are all part of the mix. These new kits are designed for independent and curious children. The SS24 collection embodies a cool summer style, with a vibrant atmosphere of light and color. Bright shades and a rainbow of fresh, light looks are combined with refined styles that retain the carefree spirit of childhood. Sleeveless cotton dresses adorned with bows and airy skirts in vibrant notes like orange and fuchsia create imaginative outfits suitable for vacations and ceremonies. Pastel nuances add a refined elegance with a touch of sweetness for special events. Striped patterns bring a twist to solid-color taffeta dresses, while flounced ruffle skirts with a fashionable touch can be worn in total comfort for summer parties as well.

NICE TO BE GREEN

This trend highlights sustainability as an essential aspect of evolution. It focuses on responsible brands that look to the future and embrace multifunctionality, considering the environment. Ethical fashion is showcased as reliable, practical, and authentic, reminiscent of a child's genuine approach to the world. The journey is filled with wonder, discovery, and a commitment to equality, sustainability, and education. The clothing ranges include biomaterials and feature prints inspired by clean energy and entertainment, often with a touch of fairy tale aesthetics. Each garment reveals details about the production process, providing information on the resources and hands involved, fostering appreciation for every element.

Immaculate knitwear brightens up beach afternoons, and ultra-light maritime garments incorporate striped patterns. Rustling dresses with flounces and delicate sweaters in soft tones like baby yellow, pink, and blue, all made with non-toxic dyes, bring the essence of summer to life. Zero Waste lines offer a thematic approach to premium models and zero-waste pieces, merging design with environmental awareness. Newborn capsules prioritize the purity of GOTS-certified organic cotton. The production chain is increasingly focused on certified facilities, with the coveted GOTS label signifying a commitment to ethical and sustainable production. These updates pave the way for a clearer vision of a better world.

PLAYING LITTLE COUNTESSSES

Cutting-edge capsules celebrate femininity through a delicate palette that includes touches of pink, shades of turquoise, calming blue tones, the splendor of gold, the classiness of cream, and the vitality of emerald green. Attention to detail makes each garment a unique piece.

The wardrobe features floating circle skirts that move with every step, alongside ruffles, ethereal flounces, tailored dresses adorned with handmade decorations and bows.

Sophisticated French jacquard weaves intricate patterns, while organza provides an ethereal texture. Taffeta adds luminosity, and satin exudes regal elegance. The trend encompasses a sense of nostalgia with puff sleeves and slightly voluminous flower-shaped silhouettes. The overall aesthetic is princess-like and naturally girly, with rustling skirts, ruffles, and luxurious fabric details. This new elegance is designed for discerning mothers and daughters with sophisticated tastes.