



**PITTI IMMAGINE BIMBO**

**PITTI IMMAGINE BIMBO 97  
Florence, Fortezza da Basso  
21-23 June 2023**

**Pitti Bimbo opens the doors to summer!**

**The summer edition of the reference fair for kidswear and lifestyles  
will have a surprising exhibition itinerary: fashion, design,  
publishing, dressing up clothes and lots of beachwear**

**The events are back: fashion shows, presentations, meetings and the new  
research format “Petite Parade”**

***PITTI GAMES is the theme for this edition!***

Pitti Immagine Bimbo no.97 will be staged at the Fortezza da Basso in Florence from Wednesday 21 to Friday 23 June 2023. The Pitti Immagine fair dedicated to the world of kidswear and lifestyles presents a revamped summer edition. The most interesting new features include the packed calendar of events and proposals – catwalk shows, showcases, performances and special participations – that will energize the preview of fashion collections for next summer.

A true receptacle of international trends, Pitti Bimbo 97 will be bringing to Florence the most innovative brands to keep an eye on, alongside the key names. A complete panoramic view, rich and well-structured, creative, contemporary, with a green commitment.

The lifestyle proposals are increasingly multifaceted and intercept new market demands. Pitti Bimbo has selected designers and brands capable of proposing a joyful convergence filled with accessories, jewelry capsule collections, interesting games and illustrated books. Plus, lots of beachwear, clothing for special occasions, footwear and – brand new– kid's costumes for dressing up play.

The attention to the street & sport segment is confirmed at this edition with “Smart Kids” which has now become, to all effects and purposes, a new section of the fair. While the Cavaniglia Pavilion, where the experimental and lifestyle brands will be concentrated, will also be a dynamic stage for events.

Finally, the catwalk shows, one of the most highly anticipated rendezvous at Pitti Bimbo, will return to the Sala della Ronda.

Moreover, at Pitti Bimbo, it will also be possible to admire the theatrical artistic installation “Make Believe” that invites us to play, realized in the main forecourt of the Fortezza da Basso by the designer from California, Eli Russell Linnetz, founder and soul of the ERL label and the guest designer at Pitti Uomo 104.

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

The Italian Government and ITA – the Italian Foreign Trade Promotion and Internationalization Agency, promote the role of Florence in the internationalization strategy for Italian fashion by supporting the Pitti Immagine 2023 summer 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

UniCredit is Pitti Immagine's Main Partner and supports its initiatives, in line with the primary objectives of the banking Group which is 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. "Sustainability and innovation" states **Annalisa Areni**, Head of Client Strategies at UniCredit Italia, "are two essential levers of the success of Italian businesses. UniCredit will continue to work alongside companies in our Country, supplying them with the tools, support and the knowledge they need in order to progress and improve their sustainability profile. Therefore, we will continue in the direction we have taken, fully aware of the need to act on several fronts, taking advantage of the expertise acquired in the ESG field, the identification of targeted solutions like Together4Energy and Together4Digital and, above all, actively supporting special initiatives, like those organized by Pitti Immagine, with a focus on the top sectors of *Made in Italy*. Production entities that find an important partner in UniCredit, one that is able to remain by their side during the respective journeys of transformation. A commitment that we are carrying forward with the aim of unleashing the potential of our Country's manufacturing fabric, facilitating the development of the territories".

## Play your game at Pitti Bimbo!

### PITTI GAMES: the new theme of the Pitti Immagine summer fairs

"Pitti Games" is the theme that characterizes the style and mood of the next Pitti Immagine fairs in June. Play is the watchword. Because play is an entertaining dimension, challenging but, above all, creative, synonymous with energy, commitment and a desire to win. Thanks to the **direction of Leonardo Corallini** and the **coordination of the creative director Angelo Figus**, the theme will be explored for Pitti Bimbo through carefree summer atmospheres. Children always play seriously. On their own, in pairs, in groups, they experiment with challenges, face duels, weave alliances, build teams and the spirit that ensues. Moving around freely in open spaces, gathered around a table, they expose worlds with an extraordinary creative power that can even change the rules of the game. So, classic playing cards become flying carpets that take you somewhere else, a frisbee leads you far away, Mikado sticks multiply like branches in a garden and the Connect Four portholes open windows onto new scenarios, while continuing to amaze, each time teaching us a different way of looking at things.

*"Getting back into the game, because playing means concentration and entertainment, that is what kids teach us and do completely spontaneously. Reflection and quickfire decisions, evaluation and action, tactics, forecasting skills, commitment and levity. The theme chosen for the summer fairs is first of all an invitation to take a leap, albeit logical and playful, assessing the stakes, strengthening your values with respect to the situation and the new market scenarios"* comments **Agostino Poletto**, general manager of Pitti Immagine.

## Eli Russell Linnetz – ERL

### rings his creativity to the Fortezza da Basso, and to Pitti Bimbo as well!

The Californian designer Eli Russell Linnetz - guest designer at the summer edition of Pitti Uomo – founder and soul of the ERL label as well as a multifaceted artist, creative and creator of worlds, will be transforming the main forecourt of the Fortezza da Basso into a theatrical set – which will also be a protagonist during Pitti Bimbo – that expressly refers to a famous Hollywood blockbuster. Between imagination and creation, between the true and the probable, Eli constructs stories in Technicolor which we can view as spectators and take part in as actors. It is the game of "let's pretend", of "make believe", of the dream, and not just the American one, in which to intensely believe.

## THE BUYERS that have already confirmed their participation

The buyers from the most important Italian and international department stores, experimental shops and boutiques and the online retailers who have confirmed their presence at Pitti Bimbo 97 include names like: **51East** (Qatar), **Abc** (Libano), **Agiemme** (Italy), **Al Garawi** (Saudi Arabia), **Al Nido del Condor** (Italy), **Al Tayer** (United Arab Emirates), **August Pfueller** (Germany), **Baby Luxury** (Poland), **Banoon** (Saudi Arabia), **Barbara Frères** (Germany), **Bimbus Exclusive** (Poland), **Breficom** (Italy), **Carrousel Kids** (Austria), **Cavoli a Merenda** (Italy), **Chalhoub** (United Arab Emirate), **Childrensalon** (United Kingdom), **Childsplay** (United Kingdom), **Coccole e Bimbi** (Italy), **Coin** (Italy), **Cristina**



**Sartori** (Italy), **Doets & Doets** (Belgium), **El Corte Ingles** (Spain), **El Palacio de Hierro** (Mexico), **Engelhorn** (Germany), **Fenwick** (United Kingdom), **Giglio Bagnara** (Italy), **Harrods** (United Kingdom), **Harvey Nichols** (United Kingdom), **Harvey Nichols** (Qatar), **Herr und Frau Klein** (Austria), **Jaime & Jaime** (Indonesia), **Julian Fashion** (Italy), **Kangaroo** (Russia), **Kid's Puzzle** (Kuwait), **Kids Cavern** (United Kingdom), **Le Bon Marché** (France), **Level Shoes** (United Arab Emirates), **Linders Kids** (Sweden), **Liverpool** (Mexico), **LM Bambini** (Australia), **Luisaviaroma** (Italy), **Lukse** (Russia), **Made by Nature** (United Arab Emirates), **Magic Edition** (South Korea), **Maisonette** (USA), **Mondo Piccino** (Italy), **Morbillo** (Italy), **Mosaic Group** (Azerbaijan), **My Theresa** (Germany), **Neiman Marcus** (USA), **Nordstrom** (USA), **Oad Kids** (Indonesia), **Oumababy** (China), **Ounass** (United Arab Emirates), **Pei Pei Collection** (Taiwan), **Peter Pan** (Italy), **Poppedoll** (Holland), **Pupi Solari** (Italy), **Ricriation** (Principality of Monaco), **Rinascence** (Italy), **Robirò** (Italy), **Rolling Kids** (China), **Royal House** (Spain), **Rubayat** (Saudi Arabia), **Rubino Kids** (Italy), **Shan & Toad** (USA), **Shinyeekids** (China), **Sinteks Baku** (Azerbaijan), **Speziale** (Italy), **Tata** (India), **Tessabit** (Italy), **Testoria** (South Korea), **The Little** (China), **Tryano** (United Arab Emirates), **Tsum – Mercury** (Russia), **Welcome Baby** (Slovak Republic).

## **THE PROTAGONIST BRANDS**

**230 will be taking part in this edition, around 75% of which from abroad**

*All the brands participating in Pitti Bimbo 97 at the Fortezza da Basso are also present on the Pitti Connect digital platform.*

### **The Pitti Bimbo itinerary**

Inside the Fortezza da Basso five sections will present kidswear: the various styles and many curious features linked to the world of children will be distinguished by the signs created by illustrator Claudia Bessi who accompanies the visitors with routes marked by dice, chess pieces and playing cards.

### **100% BAMBINO**

**The styles and trends taken from adult fashion, matchy matchy, proposals from designer labels and iconic brands.**

Outfits that relate the adult world to that of children for a wardrobe suitable for every occasion. From dresses for an important ceremony to a bon ton or preppy suit, to the more "cozy" types of clothing, garments surrounded by increasingly valuable accessories. The brands gathered together in "100% bambino" - **staged on the Ground Floor of the Main Pavilion** - are the departure point for creating the ideal offering for every age range: from micro-outfits for newborns and their cribs to clothing for teens with the most versatile demands.

**The protagonist brands at the Main Pavilion include:**

**A' La Page, Aigner, Alice Pl, A076, Babywalker, Balloon Chic, Barcellino, Bardot Junior, Bikkembergs, Bimbalo', Blue Seven, Bufi, Bugatti Junior, Canada House, Canadian, Carter & White Dubai, Cóndor, Crocs, Cute Cute, Dixie, DL1961 Premium Denim, Dolce&Gabbana, Ducati, Emc Everythingmustchange, Energiers, Falcotto, Fina Ejerique, Fracomina, Fun & Fun, Gaudi, Giuseppe Kids, Hanssop, Herno, Hey Dude, Igor, Imperial, Jesurum Baby, John Richmond, Junona, Kocca Girls, Lalalu', Lapin House, Laranjinha, LàTaRa, Le Temps des Cerises, Maison Ava, Mariquitinas, Marlo Kids, Marmar Copenhagen, Meia Pata, Minibanda, Molo, Nanan, Naturino, Patachou, Play Up, Please, Pom D'api, Prairie Saint Petersburg, Prinsessefin, Sarabanda, Siena Hair Accessories, Snug, Story Loris, Superga Kidswear, Top Gun, Tutu du Monde, Twin & Chic, Vlasta Kopylova, and W6yz.**

### **SMART KIDS**

**All the applications of the urban world, experimentation and crossovers between styles and genres** Streetstyle, high tech, sportswear, outdoor and indoor are mixed to develop a different culture that doesn't fear the new, that isn't afraid to approach different rules in order to create original and dynamic styles.



“Smart Kids” shows a different perspective, instinctively close to the world of children because it is spontaneous and unconventional just like them, with terrifically easy results, with strong and solid content thanks to techno fabrics and comfortable sizes. Outfits that are easy to wear, perfect for moving around in harmony with the surrounding environment, made unique by lively combinations.

**The protagonist brands at the Ghiaia Pavilion include:** Dgenz, Dirkje, Dj Dutchjeans, Ed Hardy, Ego Essential, Flower Mountain for Naturino, Freddy, House of Artists, lame, Koko Noko, Levv, Lotto, Messi, Mou, Mousse Kids, Nicole Miller Kids, Perry Ellis America Kids, Quapi, Raizzed, Roarsome, and Vingino.

## **THE KID’S LAB!**

**A laboratory for discovering cutting edge collections and experimenting with the various versions of kids’ lifestyles.**

Unexpected, committed, light years away from the mainstream, “The Kid’s Lab!” proposals are a kaleidoscope of ideas. This is where young and pioneering brands that are already cult objects are concentrated. Not just outfits, but also a rich range of lifestyle accessories that stand out for their very personal design, the choice of materials that is never banal and their eco-ethical approach. Small independent productions, the result of constant research, for anyone wishing to add a touch of personality to characterize the proposals aimed at kids: from clothing to small toys, from eco nail varnishes to clocks and watches, from leather goods to the first jewelry to be shared with mom.

**The KID’S LAB brands include:**

Angel Dear, Blade and Rose, Bling2o, Boatilus, Bobux, Chikatai, Collégien, Elle Porte, Eshvikids, Flying Ace, Folpetto Swimwear, Gnomo Magic Factory, I Havent the Foggiest, Illustrabimbi, Illytrilly, Inuwet, Kid.Ish, Koku Factory, Kombinizona Kids, La Scimmia da Bagno, Malvi & Co, Mama’s Feet, Manufaktura Falbanek, Millow, Mimi & Lula, Mimo Kids, Mini Cools, Mini-la-Mode, Miss Nella, Momset, Mr Tigger, Mummymoon, Naturapura, Nueces, Pellianni, Piccoli Principi Swimwear, Poupee, Poupette St Barth, Riffle Amsterdam, Risu Risu, Rosajou, Shoo Pom, Suncracy, T For K, Tnin Shoes, Ul&Ka, Upa, and Yuko B.

## **APARTMENT**

**Tailoring for kids: niche, elegant, inspirational collections.**

A special island within the kidswear archipelago, where it is possible to “glimpse” collections with unique characteristics, fashion biodiversity to be appreciated for the esthetics but, above all, for the content. The proposals in “Apartment” 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 protagonist brands:**

Amelie et Sophie, Anja Schwerbrock, Atelier Molayem Kids, Esther, Hucklebones, Infantium Victoria, Lupoguido, Momohanipopo, Oseree Swimwear, Paade Mode, Raspberryplum, The Middle Daughter, and Tia Cibani.

## **THE NEST**

The project continues that, since January 2017, has reserved an exclusive space for small brands entering the market with innovative, dynamic and creative proposals that are worth growing. 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, responsible kidswear pioneer and founder of the Berlin store/concept lab Little Pop Up, who sources new names for Pitti Immagine Bimbo to showcase: 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:**

Akwa Baby, Appulu, Ludò, Michi Home Linen, and Wittypoint.



## **The HIGHLIGHTS and DEBUTS at PITTI BIMBO 97:**

### **\_ The "Happy Birthday Miniconf!" Fashion Show**

On June 21, at 4:00 PM, Miniconf will celebrate its 50th birthday with a special fashion show at the Sala Della Ronda: a unique moment featuring the new SS24 collections of the brands iDO, Sarabanda, Superga Kidswear, and Ducati. On stage, there will also be a special project: six shirts created by Polimoda students in support of the Meyer Pediatric Hospital Foundation, available for purchase online. The entire proceeds will be donated to the Meyer Foundation.  
(see attached press release)

### **\_ FUN&FUN Party**

#### **All day long!**

The new collection by the Catapano Group brand dedicated to girls and teenagers, presented with funk-hip hop rhythms by the Accademia Teatro Manzoni in Florence and with influencer Annarose. On Wednesday, June 21, starting from 5:00 PM, on the Ground Floor of Costruzioni Lorenesi, there will be a DJ set, music, and drinks.

### **\_ PETITE PARADE: the new format for Apartment and The Kid's Lab!**

A mix of fashion show and performance to transform the Cavaniglia Pavilion into a theater of creativity and color. "Petite Parade" is the new format designed for some featured brands of Apartment and The Kid's Lab! (Thursday, June 22, at 12:00 PM, Cavaniglia Pavilion). The following brands will be the protagonists: I haven't the foggiest, Infantium Victoria, Kombinizona Kids, Mourègne, Poupette St Barth, Raspberryplum, Suncracy.

### **\_ The NANAN Flower Defilé**

Children will walk the runway "accompanied" by the voice of a little girl who describes each model, reminiscent of the fashion shows of the 1950s. With Cristina Chiabotto and the Sleep Nanny, Elena Biondi. (Wednesday, June 21, at 12:00 PM - Ground Floor, Central Pavilion).

### **\_ The Cocktail by DOLCE&GABBANA**

On Thursday, June 22, at 5:00 PM, at the stand in the Central Pavilion - Ground Floor (K2), the designer brand celebrates the new collection with a special cocktail.

### **\_ Storytime with INFANTIUM VICTORIA**

The German sustainable fashion brand presents a series of readings from the new children's book by the brand's creative director, Dinie van den Heuvel. (Wednesday, June 21, from 3:00 PM to 4:30 PM; Thursday, June 22, from 11:00 AM to 1:00 PM; Friday, June 23, from 11:00 AM to 12:00 PM).

## **The new names and the important returns at Pitti Bimbo 97:**

The companies taking part in this edition – new names, debuts and returns to the fair – include key international kidswear brands like:

**A' La Page, Angel Dear, Atelier Molayem Kids, Babywalker, Balloon Chic, Bardot Junior, Bebetto, Billy Loves Audrey, Clementina Baby, Cándor, Cute Cute, Dgenz, DI1961 Premium Denim, Ego Essential, Eirene, Escada, Fia, Fina Ejerique, Flying Ace, Folpetto Swimwear, Gioseppo Kids, Gnomo Magic Factory, House of Artists, I Haven't the Foggiest, Island Coco, Jesurum Baby, Junona, Lalalu', Koku Factory, Lapin House, Làtara, Le Temps des Cerises, Marlo Kids, Michelle Kids Georgia, Millow, Mimo Kids, Mini Cools, My Memi, Momset, Mousse Kids, Mummymoon, Nessi Byrd, Oseree Swimwear, Pan Costumes, Pellianni, Piccoli Principi Swimwear, Poca & Poca, Poupee, Poupette St Bath, Risu Risu, Roarsome, Rosajou, Shade Critters, T For K, The Middle Daughter, Woxy, and Yatsi.**





## **The special Projects and lifestyle formats @ Pitti Bimbo 97**

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.

### **I WANT TO BE GREEN. Sustainability as a mirror of change**

The most innovative sustainable brands capable of proposing real ethical fashion find a space inside I WANT TO BE GREEN, first created as a special project and today a constant presence at the fair. The selection is curated by Dimitra Zvakou of the Berlin store/concept lab, Little Pop. The central topics of sustainable fashion will also be tackled in a series of talks.

### **\_ Pirouette Panel Talk: The Sustainability Game**

On Wednesday, June 21, at 2:30 PM in the Talk Room on the First Floor of Costruzioni Lorenesi, Katie Kendrick, founder and driving force behind Pirouette, presents a talk focused on how sustainability is applied to design, production, and distribution in the kidswear industry, featuring a series of industry players and experts. Participants include: Allison Goodfellow (Strategist Kidswear WGSN), Marlene Olivera (Head of International Unit at CENIT - Textile Intelligence Center), Shana Lamb (Founder & Owner, Shan and Toad), Bruno Correia (Managing Director - Play Up).

### **\_ "Motherhood and Sustainability: a true value"**

presented by Style Piccoli (Thursday, June 22, at 2:00 PM, Talk Room, Costruzioni Lorenesi)  
Featuring Luca Fois (Creative advisor and professor at Politecnico di Milano), Federico Gilardi (Market Research Manager), Danda Santini (Director of Io Donna and Style Piccoli), and Giuliana Parabiago (PR & Marketing Consultant at Pitti Immagine).

### **PITTI BIMBO EDITORIALS:**

The editorial research dedicated to concept stores explores one of the most typical and convivial summer moments. The result is an enthralling and immersive layout featuring collections and accessories selected by stylist **Maria Giulia Pieroni**.

### **\_ Pic Chic**

Who can resist a picnic atmosphere? Launching the idea to friends and family already creates a ray of sunshine, the promise of a day of freedom, of embracing nature, having time to nibble, doze, play, share. A special informal menu and a style that starts with checks and goes on to involve all the pieces in the wardrobe, as long as they are happy. Vintage baskets and technological bags, last generation lunch boxes and thermoses are part of the unmissable accessories, they just have to be stylish!

## **The special participations at Pitti Bimbo include:**

### **The *Style Piccoli* exhibition: "Giocare con le Fiabe"**

A rendezvous with *Style Piccoli* magazine at the Fortezza. At this edition, the exhibition "Giocare con le fiabe-Playing with fairy tales" is inspired by the imagination of the great Italian author of stories for children and teenagers: Gianni Rodari.

"I believe that fairy tales, both old and new, can contribute to educating the mind. The fairy tale is the place of all conjectures: it can give us the keys to enter reality by new roads, it can help children get to know the world". (**Gianni Rodari**)

### **Casa Enriquez**

A special colorful and stimulating space for meetings, events and entertainment. Animated by influencer Alessandro Enriquez and his team.



**Paul&Paula presents**

**PITTI OLYMPICS and SUMMER LOOK IN 1 MINUTE!**

In the wake of this season's "Pitti Games" theme, the lifestyle blogger Peggy of *Paul&Paula* will invite press, influencers and buyers to take part in two amusing events that will make the atmosphere at Pitti Bimbo even more exhilarating. The invitation is to take part in the **PITTI OLYMPICS**, the Pitti Bimbo Olympic Games, playfully connecting up with the brands at the fair, with a fun final prize for the winners! **The award ceremony will take place on Thursday, June 22, at 3:00 PM at Casa Enriquez.**

Plus **"SUMMER LOOK IN 1 MINUTE!"** Who can invent the coolest and most original summer style in less than a minute? The participants will be called upon to compose their favorite look for cool kids in a flash, diving into the pieces in the S/S 24 collections of the brands on display. **Participants will compete on Thursday, June 22, from 10:30 AM to 12:30 PM in the spaces of Casa Enriquez.**

**SCIMPA PITTI GAMES**

**'Play together with Petra and Enrico from Scimparello Magazine at "Scimpa Pitti Games: Let's have fun together!"**

*Scimpa Pitti Games* will be an engaging experience that combines SS24 fashion and the interaction of our Instagram followers! We are thrilled to bring the fun and creativity of the Pitti Bimbo fair directly into the hands of our passionate followers."

The followers of **scimparello\_magazine** will be the protagonists! Instagram Stories featuring the two clothing options from different exhibitors will be posted every day during the show. Participants will have to vote for their favorite, selecting the option they find most suitable or appealing. Once the survey is completed, the results will be shared with followers. "By participating in the "Scimparello Pitti Games", our followers will have the unique opportunity to immerse themselves in the lively atmosphere of Pitti Bimbo, even if from a distance. They will be able to express their style preferences, discover new brands and connect with other children's fashion enthusiasts, all through an interactive Instagram experience.

**PITTI CONNECT**

**Until September 5th, Pitti Bimbo will be online on the Pitti Connect platform and on our community's social network channels**, with in-depth features dedicated to the brands and style itineraries, as well as real time updates which will continue following the course of the sales campaigns. Here is some of 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**

**ARMOR LUX for DENHAM and HOFF dress the Pitti Boys & Girls**

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