



## PITTI IMMAGINE BIMBO

**Pitti Bimbo 97 comes to an end  
with a final attendance of about 2,000 buyers,  
in line with the results of previous editions.**

**During a challenging period for the industry,  
the trade show has witnessed a remarkable presence of high-quality distribution  
operators in Florence.**

**More than 40% of these operators are international,  
encompassing both the return of established markets  
and emerging new ones.**

**Special events and new presentation formats  
have brought life to the Fortezza  
and launched the trends for the next kidswear season.**

"This edition of Pitti Bimbo - **commented Raffaello Napoleone, CEO of Pitti Immagine** - consolidates the recovery path of the trade show after the COVID-19 pandemic. **The attendance of buyers, that reached a total of 2,000, is in line with last summer's figures.** The numbers of stores and retailers remain at the same levels, confirming the purchasing power of the attending operators. However, we had about a hundred fewer registered buyers at the end of the three days, particularly from Italy."

"The feedback collected among the stands, these days - **added Napoleone** - emphasizes the quality of the present buyers and their international diversity, a crucial driving force for the revenues of kidswear companies at this moment. We are aware that this is a complex phase for the market and the companies, which is why we applaud the 230 exhibitors who participated. Despite the objective difficulties, they have demonstrated a strong push towards creativity with their collections at the Fortezza, as well as an increasingly marked attention to the values of quality, green initiatives, health, and authenticity."

Among the **top 12 international markets** at this edition, numbers are **increasing for Germany, Switzerland, and the United States.** Buyers from **Russia and China**, important markets that were absent in the last editions, are showing a **significant return**, and new markets such as **Brazil, South Korea, and the Middle East** are also growing in presence.

In total, foreign buyers (**42% of the total**) were about **800** from about **50 countries**. The overall number of visitors came nearly to **3,000 attendees**.

"I would like to emphasize - **concluded Agostino Poletto, General Director of Pitti Immagine** - that this edition once again consolidated Pitti Bimbo's position as a lifestyle and cutting-edge event, with a range of collections and innovations capable of engaging with all aspects of children's daily lives (play, school, sports, outdoor activities, etc.). The event and presentation format has also evolved, seeking greater continuity with the work carried out in the corridors and exhibition areas - the most notable being the successful addition of **Petite Parade** organized by Pitti Immagine, which took place among the stands of the Cavaniglia Pavilion, as well as the many other events scheduled by exhibitors, including Nanan, Fun&Fun, Dolce&Gabbana - performances and formats that brought the Fortezza to life over the three days. Of course, the highlight was the fashion show in the Sala della Ronda, where Miniconf celebrated its 50th anniversary, one of the main events of this edition."

The activities designed to involve buyers, press, and influencers were highly successful, including the *Pitti Olympics* and the *Summer Look In 1 Minute!* curated by Paul&Paula, the events scheduled at Casa Enriquez, the sustainability talk by Pirouette, the Style Piccoli exhibition "Playing with Fairy Tales," and much more.