



PITTI IMMAGINE BIMBO

PITTI IMMAGINE BIMBO 98
Florence, Fortezza da Basso
17-19 January 2024

Sustainability, tailoring, made in Italy and contemporary: these are the buzzwords Pitti Bimbo chooses to orient itself in the future of kidswear

Rendezvous at the Fortezza with the previews of the fall/winter 2024-2025 collections and family lifestyles

Plus, talks for keeping up-to-date, interesting case histories and special events that make the brands the true protagonists

PITTITIME is the theme for this edition!

Pitti Immagine Bimbo no. 98 will be presenting **the new kidswear collections for the next fall/winter 2024-2025 season and a selection of lifestyle proposals for the world of kids** at the Fortezza da Basso in Florence, from Wednesday 17 to Friday 19 January 2024.

The Pitti Immagine fair stands out for the variety of the brands that together compose **an ideal wardrobe** inside the exhibition itinerary: from classical styles to sportswear, from cutting edge to contemporary brands, from street style to luxury. There will also be **accessories, toys, skincare products, eyewear and bijoux** which are increasingly being showcased – alongside fashion – on the shelves of stores, department stores as well as in online stores, offering a shopping experience to suit new family attitudes.

“Pitti Bimbo is an event that is constantly transforming”, **says Agostino Poletto, General Manager of Pitti Immagine**. “Anyone working in the kidswear and family lifestyle sector just has to come to Florence because here they can find a reliable compass to help find their way around evermore articulated scenarios. In the space of just a few years, the kidswear market has been revolutionized by new lifestyles, different consumer trends and rapid social changes. We at Pitti carefully observe all these indicators in order to be able to propose a fair that is not only commercial, but also the birthplace of ideas and strategies for the business of tomorrow.”

The January edition will have a strong focus on **green materials, tailored clothing and cocoon atmospheres** (like those in the Editorials dedicated to pajama parties). In fact, Pitti Bimbo anticipates one of the main trends coming to the world of kidswear: the rediscovery of and search for traditional values, quality and excellence. On the footwear front, **alongside sneakers** there is a return of the desire for **leather shoes, rigorously made in Italy**. **Moreover, sustainability** continues to be a central theme: once again, at this edition, Pitti Bimbo will be proposing a selection of **international conscious fashion brands** that bring forward issues connected to our planet's resources and the ethical nature of the whole production chain.

The atmosphere around the Pitti Bimbo brands will, as usual, be filled with creativity and professionalism, also thanks to the **calendar of events, exhibitions, special participations and international guests**: influencers, experts, journalists, designers and bloggers. However, as is only normal, the real protagonists will be the kids. The **second edition of Petite Parade, the new Style Piccoli exhibition** will be an unmissable rendezvous as well as the events proposed by the brands including the **Molo performance by a very young DJ**.



There will be new formats, including the debut of the special **fashion Speed Dates**, which will give companies a chance to meet with press and buyers.

The Ministry of Foreign Affairs and International Cooperation and the ICE AGENCY for the Pitti Immagine 2024 fashion fairs

The Italian Ministry of Foreign Affairs and International Cooperation and the ICE - Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies promote Florence's role in Italian fashion's internationalization strategy by supporting the 2024 Pitti Immagine fashion fairs. An essential contribution to the program of incoming delegations of top foreign members of the trade and the promotion of the event. "Thanks to this collaboration" **says Agostino Poletto, General Manager of Pitti Immagine**, "we can invest precious resources and also invite buyers from emerging markets, both those we know to be potential new clients for quality Made in Italy, as well as those which are already becoming important to our domestic exhibitors. We have been working with the staff of the ICE offices abroad on these activities, always finding expertise and in-depth knowledge about the respective distribution and consumption contexts, decisive elements for good programming".

UniCredit is confirmed as Pitti Immagine's Main Partner The bank has renewed the three-year sponsorship agreement and commitment to support the development of territories and Made in Italy excellence

The collaboration agreement between UniCredit and Pitti Immagine has been renewed for the 2023-2025 three-year period, a sponsorship which, once again, sees the banking group in the role of Main partner, remaining active in the front line in order to offer its expertise and support to one of the key sectors of the Italian economy. "We have worked very hard and with great dedication with Unicredit over the past three years" **says Raffaello Napoleone, CEO of Pitti Immagine** "we are happy to continue and that what we feel to be a true partnership has been renewed until 2025. The experience we have had in such a difficult and unprecedented context will help us to realize even better projects, not just for us who have signed the agreement but, above all, for the Made in Italy companies we represent and assist with our respective events and services."

"The renewal of this partnership" **says Annalisa Areni, Head of UniCredit Client Strategies** "confirms our commitment to supporting the Fashion sector and, more in general, the national production fabric. We are enthusiastic about continuing the collaboration with Pitti, contributing to keeping the spotlight on one of the leading sectors of Made in Italy with which we intend to continue to act as an active interlocutor in terms of innovation, sustainability and internationalization."

(see dedicated press release)

Synchronize with Pitti Bimbo!

PittiTime: the new theme of the Pitti Immagine winter fairs

"PittiTime" is the theme that characterizes the Pitti Immagine winter fairs and the new Pitti Bimbo adv campaign directed by Leonardo Corallini and coordinated by the creative director Angelo Figus.

For kids time is play, strolling from one era to another, from dinosaurs to astronauts, in a fantastic journey that eliminates distances and clocks.

"Kidswear is both mobile and immobile: while it changes its features by experimenting with fabrics and new constructions, it still remains connected to timeless inspirations. It looks to the adult world on one hand and, on the other, it grows closer to the fantastic, even authorizing a degree of dressing up in everyday life. The result is a wardrobe that includes playful elements and surprising effects in both the classical clothing and the sportswear, smiling knowingly at the kids and getting them involved" **says**

Agostino Poletto, General Manager of Pitti Immagine.

(see dedicated press release)

The protagonist brands

200 brands confirmed for this edition to date

69% of which **from abroad**

All the brands participating in Pitti Bimbo 98 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.

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 in the Main Pavilion include:

A' la page, Antony Morato, Babywalker, Bikkembergs, Bugatti junior, Canadian, Crocs, Dili Best Natural by Picci, Dolce&Gabbana, Escada girls, Falcotto, Fracomina, Fun & Fun, Gaudi, Gioseppo kids, Hanssop, Ido, Igor, Jesurum Baby, John Richmond, Kocca Girls, Laranjinha, Latitta, L'orsobruno, Marmar Copenhagen, Molo, Naturino, Patachou, Play up, Pom d'api, Prairie Saint Petersburg, Retta Jane, Rondinella, Sarabanda, Sun68, Superga Kidswear, Top Gun, Trussardi Junior, and Vlasta Kopylova.

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 Padiglione delle Ghiaia include:

Canadiens, Dirkje, Flower Mountain for Naturino, Mou, 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: Adriana Mae, Appulu, Arlu kidswear, Attipas, Blade and Rose, Bling2o, Boatilus, Bobux, Collégien, Ecomikro, Elle Porte, Inuwet, Kalosze Poprosze, Kombinizona Kids, La scimmia da bagno, Les Lutins, Li&Me, Linea Mammababy, Lu & Lu, Magnetic me, Mama's feet, Manufaktura Falbanek, Mi lucero, Mimi & Lula, Mini-la-mode, Miss Nella, Mr Tiggie, Nannafrufu, Naturapura, Olandino, Oscar et Valentine Cachemire, Riffle Amsterdam, Risu Risu, Rosajou, Upa, Walkiddy, Wooly organic, Yaarn, 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: Anja Schwerbrock, Belle Enfant, Hänska, Haidænd'si:k, Infantium Victoria, Ligne Noire Enfants, Paade Mode, Rasperryplum, Sophia Webster, The Middle Daughter, and Tia Cibani.**

The Nest

The project 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 Zavakou, responsible kidswear pioneer and founder of the Berlin store/concept lab Little Pop Up, who sources new names for Pitti Imagine 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 brands already confirmed are: Èkki, Garrules, Hanevild, Kalumi, Lilimoon, Pantotti Studio, and Wittypoint.

The HIGHLIGHTS and EVENTS at this edition include:

_ The return of PETITE PARADE!

After its successful launch at the last edition, the format designed to valorize the protagonist brands in **Apartment** and **The Kid's Lab** returns. **PETITE PARADE** is part catwalk show, part performance and part playtime. A colorful show where the protagonists are kids and their unique way of interpreting the new collections. Staged in the Cavaniglia Pavilion.

_ Pitti Bimbo Arena

An exciting and colorful special new space – on the **Ground floor of the Main Pavilion** – dedicated to meetings, talks, presentations and entertainment energized by Pitti Imagine with the contribution of the influencer Alessandro Enriquez and his team.

_ The Molo party event

Young DJs grow up. JJ Vanelli, son of the disc jockey, record producer and radio presenter, Joe T Vanelli, pseudonym of Giuseppe Troccoli, specialist in house and electronic music, will be the young host of the Molo event which will be held on Wednesday afternoon.

_ “Pitti TIME - TIME to meet”

Paul&Paula presents fashion *speed dating*

The Pitti Bimbo **Speed Dates** come from an idea by lifestyle blogger Peggy of *Paul&Paula*. An original and dynamic networking event where journalists, bloggers and brands at the fair can meet to create connections, in a vortex of rapid conversations. An innovative format that allows the participants to get involved in a series of brief, high impact meetings, each lasting just a few minutes. An ideal dynamic for both parties, for those looking for new content as well as for those wishing to share their stories and expertise.

The NEW NAMES and the IMPORTANT RETURNS at Pitti Bimbo include:

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

Arlu Kidswear, Belle Enfant, Canadiens, Dili Best Natural by Picci, Ecomikro, haidænd'si:k, Hanska, Les Lutins, Li&Me, Ligne Noire Enfants, Linea Mammababy, Melissa, Nannafrufu, Olandino, Oscar et Valentine Cachemire, Petite Amalie, Retta Jane, Rondinella, Sophia Webster, Sun68, Trussardi Junior, Walkiddy, and Wooly Organic.



The SPECIAL PROJECTS and LIFESTYLE FORMATS @ Pitti Bimbo 98

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

Pitti Bimbo's commitment to sustainability is identified in this project dedicated to "conscious fashion brands" which, right from the start, have intercepted the need for ethical kidswear that respects the planet. I WANT TO BE GREEN has grown at every edition and today is synonymous with a philosophy that crosses all the sections of Pitti Bimbo and showcases the truly innovative approaches. In January I WANT TO BE GREEN, will once again be a receptacle of **events, talks and meetings with designers and experts, with the aim of informing, studying and creating a clear demarcation line between true sustainability and greenwashing.**

PITTI BIMBO EDITORIALS

The editorial research dedicated to concept stores at this edition has chosen to explore an event of the kids' world which is attracting an increasing amount of attention: the pajama party. Stylist **Maria Giulia Pieroni** curates the layout of this special area with a selection of collections, accessories and lifestyle ideas.

Pajama Party!

Who says you have to go to bed early? The best parties are held when it's dark outside and we can go crazy together. So, the bedtime routine becomes an invitation to play. Curtains, quilts, little mattresses, cushions, carpets, survival sets: torches and lamps plus a series of special accessories, from slippers onwards. Get comfy, we're not going to sleep anyway!

The SPECIAL PARTICIPATIONS at this edition include:

The Style Piccoli photographic exhibition

"Style Piccoli" magazine applies the general theme of the Pitti Immagine winter fairs to a photographic exhibition about "Time" seen through the eyes of children: from the precious time dedicated to play to cuddles with mom and dad, from boring but constructive periods of time to the long-awaited vacations.

Scimparello Magazine returns to Pitti Bimbo!

...and will be selecting its favorite clothes from the exhibitors' collections, giving them the 'Scimparello Favorite' tag. The garments and accessories chosen will be published on the magazine's social channels and in the issue published in April 2024.

PITTI CONNECT

Pitti Bimbo will be online on the Pitti Connect platform and on our community's social channels until 11 March 2024 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



The Pitti Crew
wears
FLOWER MOUNTAIN and REPLUMÉ

Pitti Immagine thanks the two brands for their contribution to dressing the staff welcoming buyers, press and members of the trade at the Fortezza da Basso at this edition.

special grant

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