



"PittiTime"

is the theme of the winter fairs.

Sync up with Pitti Bimbo!

"PittiTime" is the theme of Pitti Immagine's winter fairs and the new Pitti Bimbo ad campaign, directed by Leonardo Corallini and coordinated by creative director Angelo Figus.

Perceived, intuited, tangible, virtual, fleeting, ungraspable: time is not something that flows uniformly from the past to the future, as strictly measured by clocks. It accelerates, it decelerates, always seeking its rhythm. Alice asks the White Rabbit: "How much time is forever?" He replies: "Sometimes, just a second."

"For children, time is play. It allows them to wander from one era to another, from dinosaurs to astronauts. It's a fantastic trip that erases both distance and the clock hands. These inspirations and themes captivate generation after generation with a mystifying continuity, echoing in a child's imagination through everything from clothing and accessories to design and storytelling, linking together all these different worlds," explains creative director **Angelo Figus**.

"Thinking about our January edition, nothing captures the essence of Pitti Bimbo more vividly than the rhythmic sweep of time. Like clockwork, each season arrives to suggest, showcase, contrast, anticipate, and innovate," comments **Agostino Poletto, general director of Pitti Immagine**. "After all, kidswear embodies this duality of motion and stillness: it continuously evolves through innovative fabric research and novel designs yet remains anchored to timeless inspirations. On the one hand, it mirrors adult attire; on the other, it ventures increasingly into fantasy, allowing playful disguises to become part of everyday dress. The outcome is a wardrobe where both classic and athletic styles embrace whimsical elements and the thrill of surprise, playfully engaging with children and encouraging them to be not just wearers but active participants in the joy of dressing."

So let's sync up our clocks; the countdown has begun. **It's PittiTime!**

PittiTime - Who's Who

_ Angelo Figus

Creative director of many of the Pitti Immagine fairs, he is also the curator, with Nicola Miller, of a highly appreciated research space at Pitti Filati. Stylist and art director, he graduated from the Royal Academy of Antwerp and has collaborated with Dries Van Noten; he has worked as a costume designer for the Amsterdam Opera. He has realized his own footwear collection.

_ Leonardo Corallini

Director, photographer, creative director, constantly searching for projects with a human factor. «I create formats to portray people, I make films in order to narrate how frescoes were made in the 16th century. I use the language of digital, of cinema, of documentaries, of applications. In

Pitti Immagine srl

Via Faenza, 111 - 50123 Firenze

T +39 055 369 31

F +39 055 369 32 00

www.pittimmagine.com



particular, I have launched myworld where it is possible to follow the advice and the visions, worlds, tastes of the individual people we decide to choose as our reference» he tells us. Corallini is currently involved in projects for fitness, fashion and tourism brands as well as cinema festivals, like Tribeca and the Milan Film Festival.