



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 workshops in the new UniCredit Bimbo Arena

The sections expand with the addition of PITTIPETS

Among the events not to miss is the Petite Parade at the Cavaniglia Pavilion

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. Not to be missed is the second edition of the “**Petite Parade**”, the new **UniCredit Bimbo Arena** - a space offering an intense program of talks, presentations, workshops, and events. Among the new formats making their debut are the “**The Kids are Coming**” campuses curated by **Istituto Marangoni Firenze** and the special **Fashion Speed Dates**. Additionally, there will be the **Style Piccoli** exhibition, the one celebrating **20 years of Milk Magazine**, and the display of posters and covers from **Internazionale Kids**. The calendar is also full of events proposed by brands in the Fortezza during the fair. Among the events in the city, there are initiatives by Emporio Armani around the book and film “Nata per te” and the “Parents Talk.”

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."

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.**

The protagonist brands

215 brands confirmed for this edition to date

60% 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. These see the addition of PittiPets, the debuting section dedicated to the world of pet friends, inseparable companions of children in moments of play or tenderness.

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, AO76, Babywalker, Bikkembergs, Bugatti junior, Canadian, Crocs, Dili Best Natural by Picci, Dolce&Gabbana, Escada girls, Falcotto, Fracomina, Fun & Fun, Gaudi, Gensami, Gioseppo kids, Hanssop, Ido, Igor, Jesurum Baby, John Richmond, Kocca Girls, Laranjinha, Latitta, L'orsobruno, Lil'Atelier, Little Michael Cool, Maglificio di Verona, MarMar Copenhagen, Molo, Naturino, Nanan, Patachou, Piccola Ludo, Petite Amalie, Philipp Plein Junior, Play up, Pom d'api, Retta Jane, Rondinella, Roy Roger's, Sarabanda, Siviglia, Sun68, Superga Kidswear, Top Gun, Tutu du Monde, Vlasta Kopylova.

New! At this edition, the special participation of INDA KIDS

Pitti Bimbo 98 features the participation of Inda Kids, a sales and strategic consulting agency with thirty years of experience in the children's sector in Italy.

In a series of spaces in the Area Monumentale of the Fortezza da Basso, Inda Kids will showcase the new collections of leading names in kidswear, including designer labels and innovative brands:

Balmain, BonTon, Caffé d'Orzo, Douuod Kids, Eleventy Milano, Etro, Fay, Fenty x Puma, KhrisJoy, Missoni, Polo Ralph Lauren with its accessory collection, **Pucci, Simonetta, Stella McCartney Kids, Tartine et Chocolat** and **Juicy Couture.**

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:

4 President, American College, Canadiens, Dirkje, Flower Mountain for Naturino, InCity Boys & Girls, Monterecci Kid, Mou, Name it License, Palm Beachies, Rifò, 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 , Bella Macchia by Family Nation, Blade and Rose, Bling2o, Boatilus, Bobux, Chikatai, Collégien, Crochetts, Ecomikro, Elle Porte, G86, Giro Quadro, Inuwet, Kalosze Poprosze, Kombinizona Kids, La scimmia da bagno, Les Lutins, Li&Me, Linea Mammababy , Lu & Lu, Magnetic me, Manufaktura Falbanek, Mi lucero, Mimi & Lula, Mini-la-mode, Miss Nella, Mr Tiggle, Nannafrufu, Naturapura, Olandino, Oscar et Valentine Cachemire, Petite Revery, Pype, Retro Kids Georgia, Riffle Amsterdam, Risu Risu, Rosajou, Streghe in Bikini, Tetoï-Vienna, Walkiddy, Wooly organic, Yaarn, Yuko B, Zeroampere.

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, Raspberlyplum, Sophia Webster, The Middle Daughter, Tia Cibani, Upa.**

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 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 brands are: Alaya, Èkki, Garrules, Hanevild, Kalumi, Lilimoon, Pantotti Studio, Wittypoint.

NEW! PITTIPETS at Pitti Bimbo

The section dedicated to the world of pet friends debuts at Pitti Bimbo. It's PITTIPETS, which, after its success at Pitti Uomo, now finds a new variation within the kidswear fair. Inseparable companions of children in moments of play or tenderness, pets are, in all respects, essential components of families. They bring joy, fun, learning, cohesion. So, why not offer them a fashion wardrobe, welcoming them in an environment furnished for them? Spotlight on brands dedicated to accessories, furnishings, and clothing for dogs and cats. Included in the exhibition itinerary of The Kid's Lab!, at the Cavaniglia Pavilion, PITTIPETS is an exclusive space, made unique by the setup designed by Ilaria Marelli, architect and designer who has created important spaces for international lifestyle brands.

The brands of PITTIPETS: 2.8 Duepuntootto, Faliero Sarti For Pets, I Love My Dog, Labilla, Lollipopet, Ugo, United Pets.



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:

4President, American College, Arlu Kidswear, Balmain, Beau Kid, Bella Macchia by Family Nation, Belle Enfant, Black Heat, Bonton, Caffé d’Orzo, Crochetts, Douuod, Ecomikro, Eleventy Milano, Etro, Fay, FENTY x PUMA, G86, Giro Quadro, Haidænd'si:k, Hänska, InCity Boys & Girls, Jera Mini, Juicy Couture, Khrisjoy, Latitta, Les Lutins, Li&Me, Ligne Noire Enfants, Lil’ Atelier, Linea Mammababy, Little Michael Coal, Ludovica Amati by Nanan, Maglificio di Verona, Missoni, Montereppi Kid, Name It License, Nannafrufu, Olandino, Oscar et Valentine Cachemire, Palm Beachies, Petite Amalie, Petite Revery, Philipp Plein Junior, Pucci, Pype, Ralph Lauren, Retour Denim de Luxe, Retro Kids Georgia, Retta Jane, Rifò, Rondinella, Roy Rogers, Salle de Mode, Sierra Julian, Simonetta, Siviglia, Sophia Webster, Stella McCartney Kids, Streghe in Bikini, Sun68, Tartine et Chocolat, Telesyk Airlines, Tetoï-Vienna, Walkiddy, Willi & Milli, Wooly Organic, ZeroAmpere.

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, the event is curated by From Studio and inspired by the main theme of the Pitti Immagine winter fairs: PittiTime.

The brands: **Appulu, Haidænd'si:k, Infantium Victoria, Kombizona Kids, Pype, Raspberryplum, Upa, Walkiddy.**

UniCredit Bimbo Arena:

a new space in the Fortezza

On the **Ground Floor of the Central Pavilion**, the **UniCredit Bimbo Arena** comes to life, a new open, colorful, and stimulating space dedicated to meetings, talks, workshops, performances, presentations, and events by exhibitors, the press, and influencers. Here, companies and industry operators can also delve into the most pressing topics shaping the kidswear world agenda, from sustainability to the evolution of communication, thanks to a packed schedule featuring designers, stylists, bloggers, and experts. Highlights include the talk "I WANT TO BE GREEN" with stylist Giorgia Cantarini and designer Marina Spadafora, two training sessions curated by Istituto Marangoni Firenze, two talks by **Internazionale Kids** magazine, the new fashion speed dating session "Pitti TIME – TIME to meet," and much more.

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. The must-attend event is on **January 18 at 15:00 at the UniCredit Bimbo Arena, with the talk “The Alphabet of Sustainability”: a conversation with designer Marina Spadafora** to reflect on sustainability and the role of companies, retailers, and consumers. Giorgia Cantarini, fashion writer, curator, and stylist, will moderate the debate, which will address topics such as the relationship between sustainability and kidswear, communication of brand value and the



risk of greenwashing, European regulations and the Supply Chain Act, circular economy for unsold garments, and the prospects of a digital passport for clothes.

The two campuses “The Kids are coming” powered by Istituto Marangoni Firenze

Istituto Marangoni Firenze presents two very interesting workshops: “The Kids are coming vol.1: Reinventing Visual Merchandising for Kidswear,” where retail 5.0 and new experiential marketing strategies for children's clothing in the phygital store will be explored (January 17 at 15:00), and “The Kids are coming vol.2: New digital marketing strategies,” focusing on the new frontiers of digital innovation in communication strategies (January 18 at 10:00). Both will be held at the UniCredit Bimbo Arena.

“The Pirouette chat show” and “Kidswear therapy”

Good Morning Pitti Bimbo! On January 17 at 11:00, the UniCredit Bimbo Arena will host “The Pirouette chat show,” led by Katie Kendrick: an eclectic mix of guests, gossip, and ideas for chatting and having fun together. Participants include Karina Vigier, Linda McLean, and Josefine Quist Ekstrand.

The following day, at 17:00, there will be a recording of an episode of “Kidswear therapy,” the new podcast by Katie & Linda (Pirouette & Smudgetikka), featuring a special guest: **Raffaello Napoleone**, CEO of Pitti Immagine. The episode will later be available on Spotify, Apple, Amazon, and other platforms (Insta: @kidsweartherapy).

During the fair, the **Pitti Bimbo print edition** of Pirouette's online magazine: **the directory - kids fashion & lifestyle community**, featuring key contemporary kidswear brands, will be distributed at the Fortezza.

“Pitti TIME - TIME to meet”

Paul&Paula presents fashion speed dating

A new format debuting in this edition, "Pitti TIME – TIME to meet" is an innovative fashion speed dating event scheduled for **Thursday, January 18 at 11:00 (UniCredit Theatre)**. The concept, developed by lifestyle blogger Peggy of *Paul&Paula*, inspired by the PittiTime salon theme, is a **networking event where journalists, bloggers, and brands meet to get to know each other better** through a series of short but impactful meetings, each lasting about 5-7 minutes. **Brands and press representatives will be expertly matched for targeted interactions** promising to create lasting connections.

TALKS by ALESSANDRO ENRIQUEZ

Content creator and creative **Alessandro Enriquez** also confirms his participation at Pitti Bimbo, bringing a series of unmissable talks and conversations at the UniCredit Bimbo Arena. Here we go:

Wednesday 17: at 12pm, **The SMURFS, BLUE ICONS IN KIDS FASHION**, with buyer **Cesare Morisco** of *Coccole Bimbi*, and a meet & greet with the original mascots by **Soluna**; at 5.00pm, the talk **DIGITAL CREATIVITY: “INFLUENCES” IN FASHION**, with influencers **Francesca Rocco, Ilaria di Vaio** and **Luciano Parodi**, and live illustrations by **Aldo Sacchetti**.

Thursday 18: at 12:30 pm **Luca Trapanese** presents his new book **ALBA L'AMORE FA COSÌ** (Giunti Editore), followed at 2.00pm by **FASHION COMICS: LICENSING IN KIDS FASHION**, with the participation of **Eleonora Schiavoni** (Victoria Licensing), **Maria Giovanna Gurrieri** (Senior partner of International Brand Consulting) and **Giovanna Sanzo** (Sanrio).

A Double Event for Nanan

At the UniCredit Bimbo Arena, the brand Nanan presents the film "**Girasoli**," directed by **Catrinel Marlon**. The director and four child protagonists will be present. This will be followed by an exclusive **hip-hop runway performance** showcasing the new **Ludovica Amati** capsule for Nanan (January 17 at 14:00).

Other events at the Fortezza include:

Philipp Plein presents the new collection to the press



A press day to present the new 2024 collection of clothing, accessories, and footwear. Philipp Plein organizes this event at their own stand, choosing Pitti Bimbo to launch a line that features the brand's iconic prints and graphics, in perfect Mini-Me style (January 17 at 16:00, Central Pavilion, Ground Floor, stand B1-3).

Molo's Party Event with DJ JJ Vannelli

From the latest fashion trends for children to the rhythms that make them move: Molo's exhibition space (Stand H/6-8 of the Central Pavilion) will be filled with music on Wednesday, January 17 at 15:00. The Danish brand, known for its vibrant and playful designs, will offer a special musical show. At the console, JJ Vannelli, 8 years old, one of the youngest DJs in the world and a son of the artist Joe T Vannelli, a prominent figure in the global house scene.

Infantium Victoria's "Sustainable Dreams"

"The Nomadic Odyssey of Sustainable Dreams" is an interactive art project presented by Infantium Victoria (Cavaniglia Pavillon, stand A7) and a new storybook by Dinie van den Heuvel. Explore with the author and add many new ideas to a caravan of sustainable dreams (Wednesday 17 from 11 am to 6 pm, Thursday 18 from 1 pm to 5 pm, Friday 19 from 10 am to 12 pm).

Upa, Appulu and Alaya present "Clock couture stylist"!

Upa, Appulu and Alaya invite 10 children (first come, first served), aged 6 to 9 years, to become young stylists and participate in a timed challenge. They will have a limited timeframe to curate a distinctive look using clothing from all three brands. Kick off at the UPA stand (Padiglione Cavaniglia, Stand A5), January 17 at 1 pm. The award ceremony for the most outstanding style, determined by both the audience and our esteemed jury, takes place at 4 pm at the APPULU stand (Padiglione Cavaniglia, Stand D2). Be part of a fun and imaginative event brimming with style and creativity!

John Richmond Kids for Pangea

On Wednesday, January 17, at 11:30 (Central Pavilion, Ground Floor, Stand H2-4), the presentation of the John Richmond Kids for Pangea project. With this initiative, the brand supports the non-profit organization and backs "Piccoli Ospiti," a program that welcomes and protects mothers, children, and girls who have experienced domestic violence together.

PITTI BIMBO EDITORIALS

The special lifestyle format

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 at the **Central Pavilion** 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. The visual journey is inspired by a brief dialogue excerpted from "Alice in Wonderland" by Lewis Carroll:

- Alice: "How long is forever?"
- White Rabbit: "Sometimes, just a second."

Happy Birthday MILK MAGAZINE!

At Pitti Bimbo, the 16 most beautiful covers

Pitti Bimbo celebrates the birthday of Milk Magazine with the exhibition "**Happy Birthday Milk Magazine! 20 Years, 16 Covers**". Inside the **Cavaniglia Pavilion**, visitors can admire 16 covers, selected from the most emblematic of the 80 published over the years by one of the most appreciated and internationally followed kidswear magazines. The result is a visual chronology of two decades of style, aesthetic and human adventure, a tale of the evolution of fashion and society through the lens of modern families, in a passionate and intimate dialogue.

Internazionale Kids: covers and posters in an exhibition!

And two special talks at the UniCredit Bimbo Arena

Among the special participations is also that of Internazionale Kids, the version for young readers of the well-known journalistic publication that selects, translates, and publishes the best of the foreign press. On the Ground Floor of the Central Pavilion, an exhibition will be set up dedicated to a selection of the colorful covers and famous central author posters that distinguish each issue of the magazine.

Moreover, the magazine curates two talks at the **UniCredit Bimbo Arena: "Tips to Save the Planet"** (January 17 at 16:00), where scientific research on corals, plants, ultra-fast fashion, and much more can be a great tool to talk about environment and climate with young people; and "**Bodies to Grow In**" (January 18 at 16:00), how to raise children happy with the body they inhabit? What role can fashion play? Featuring Marianna theinfluenza (content creator, author of "Nera con forme. Storia di un corpo grasso", Le Plurali Editore).

Scimparello Magazine Presents the "Scimparello Favourites"

Also in this edition of Pitti Bimbo, the playful and colorful presence of Scimparello Magazine is confirmed. Petra Barkhof and Enrico Fragale Esposito will select their favorite pieces among the exhibitors' collections, awarding a "Scimparello Favourite" tag. The chosen clothes and accessories will then be published on the magazine's social media and in the April 2024 issue.

Among the events to around the city:

EMPORIO ARMANI presents "PARENTS TALK"

Emporio Armani chooses Pitti Bimbo as the occasion to reflect on new parenthood, doing so through a series of events aimed at mothers, fathers, and also the little ones. The guest of honor is Luca Trapanese, a single father who adopted a daughter with Down syndrome in 2018, and co-author with Luca Mercadante of "Nata per te" (Einaudi), now also made into a film. On Wednesday, January 17 at 18:00, Trapanese will be at the **Emporio Armani Store** (via Roma 14r, Florence) to sign copies of his book (by invitation). The event continues at 21:00 at Giunti Odeon Bookstore and Cinema (Piazza Degli Strozzi, Florence) for the screening of the film "Nata per te". On Thursday 18, in the same space at Giunti Odeon, Emporio Armani presents "Parents Talk", a day starting at 9:30 with a series of interactive activities for children (**The Moon Experience** and **La Storia Illustrata**), then at 19:00, actress **Lodovica Comello**, dancer **Stefano De Martino**, **Luca Trapanese**, and **Sara Casarin**, founder of Me And Simafra, will discuss the theme of parenthood. A cocktail will follow in the foyer (by invitation).



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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