



Training at Pitti Bimbo: be creative, be concrete

At this edition, Pitti Bimbo has decided to focus on training, directly addressing its community, and initiating authoritative collaborations. One is with **Shop Survivor**, the biggest training event in Italy for retailers' business growth. Another is with **Istituto Marangoni Firenze**, the school that offers a wide range of courses in fashion (from design to business and styling), fragrances and cosmetics, and art. Participation is **free** and open to all visitors and trade operators at the fair, subject to availability.

Shop Survivor

the Special Workshop by Massimilino Alvisi to become a Successful Retailer

How do you manage a successful store? How can you stand out in an increasingly complex and competitive market? How can you effectively use social media? These are the questions that **retail entrepreneur Massimiliano Alvisi, the founder of the Shop Survivor course, the largest training event in Italy for business growth among retailers**, will answer. During the days of Pitti Bimbo in Florence, buyers and industry professionals will have the opportunity to listen to his advice. On **Wednesday, June 19, at 3:00 PM in the Networking Lounge, Alvisi will host a special version of his workshop at the Fortezza**, tailored to the specific needs of kidswear retail and the right strategies to overcome the big challenges of the current times.

Specifically, his talk will focus on three key aspects: managing a successful store, standing out in an increasingly complex and competitive market, and effectively using social media.

Istituto Marangoni Firenze

"Elevate Your Retail Sales Game: Leveraging advanced Visual Merchandising tactics for maximum impact"

With the campus "Elevate Your Retail Sales Game: Leveraging Advanced Visual Merchandising Tactics for Maximum Impact," **Nicola Diana** (Brand Image Consultant and Visual Merchandising tutor at Istituto Marangoni Firenze) will invite attendees to discover how strategic visual presentation techniques can enhance the shopping experience, capture buyer attention, and increase sales success. The event will be held in English and will take place at the **Networking Lounge, Thursday June 20 at 11:00 AM.**

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