



PITTI IMMAGINE BIMBO

PITTI IMMAGINE BIMBO 99
Firenze, Fortezza da Basso
19 – 21 June 2024

**PITTI LEMON transforms and colors the Fortezza in yellow:
a big street art work will welcome buyers and the press
into an atmosphere filled with new offerings.**

**Pitti Bimbo is renewed: not just fashion and lifestyle,
but also networking and training opportunities for industry professionals.**

**Among the highlights: the return of the acclaimed fashion speed dating, the Shop
Survivor workshop, the Yellow Party, and much more.**

**Pitti Immagine Bimbo 99 will take place at the Fortezza da Basso in Florence from Wednesday,
June 19, to Friday, June 21, 2024:** this edition of the fair increasingly reflects the evolving
characteristics, innovations, and emerging needs of the kidswear market.

Pitti Lemon!

PITTI LEMON is the theme characterizing the summer fairs of Pitti Immagine and the new advertising campaign of Pitti Bimbo, coordinated by **creative director Angelo Figus** and interpreted by **illustrator Alessandra De Cristofaro**. It represents a connection between reality and the dream world, with the lemon depicted as a plucky, pot-bellied yellow submarine whose porthole allows viewers to observe and discover all the novelties of Pitti Bimbo.

"Playful and fun, the lemon strikes a balance between a tennis ball and a rugby ball. It's simple yet consists of many segments, and it's both sweet and sour, providing a burst of energy. Essentially, it is a symbol with an iconic impact on meaning and the senses that allows us to explore an imaginary narrative, describing the many facets of the event by drawing and coloring worlds and references with total expressive freedom," **comments Agostino Poletto, general director of Pitti Immagine.**

Lemon Gorilla

On the wall of the Lyceum, a symbolic entrance to the fairs and a great Instagrammable spot, a gorilla reigns supreme. Animals are often the subject of the urban artist Bolo, serving as a mediator between humans and nature, symbolizing direct emotions and absolute spontaneity. "I liked giving it a sly and complicit expression, assigning it a strong and dark color while it clutches lemons, which are instead brightly colored, with an attitude that is both possessive and protective." This sets the stage for a series of themed Pop-Ups: cheerful worlds that, like the overall setup, were curated by the architect Alessandro Moradei and the creative director Angelo Figus. Info Lemon, Insta Lemon, Lemon Phone, Yellow Bubbles by Tassoni, Lemon Postcards, Lemon Beach by UniCredit, Lemon Flowers, and Lemon Ice create a constellation of entertainment.

What's new at the fair

In June, Pitti Bimbo will not only showcase the Spring/Summer 2025 collections but will also present a wide selection of lifestyle proposals targeted at the world of children. will host the **100% Bambino** and **The Kid's Lab!** sections. alongside **The Nest**, a project that supports up and coming brands entering the market. Together with the fashion and lifestyle world, **PittiPets**, a new entry introduced last January that was met with great success, is confirmed for a return.

The latest edition of Pitti Bimbo also acts as a platform offering brands, buyers, and industry communicators essential tools to navigate the ongoing transformations within the industry. **Networking**,



PITTI IMMAGINE BIMBO

tailored training, strategies, and updates are central to the agenda of events and workshops designed for exhibitors, buyers, and the press. All this will take place at the **Networking Lounge**, a venue not only for business but also for multi-level discussions, featuring events like the speed dating "Lemon Connect – Time to Meet" and workshops with **Shop Survivor** and **Istituto Marangoni Firenze**.

Special attention will be paid to **social media communications**, managed through a rebranding by French designer and branding specialist Sarah Livescault, aimed at helping companies and buyers gain greater visibility.

Additionally, through a **carefully orchestrated incoming program**, Pitti Immagine has focused on attracting a select group of visitors— fashion & lifestyle buyers, journalists, bloggers and influencers — to ensure a **quality, engaged audience**.

"For some editions now, Pitti Bimbo has undergone a transformation," **says Agostino Poletto, General Director of Pitti Immagine**. "Starting as a classic tradeshow, today our event is more complex and structured. It's not only about product but also service. This evolution by June will fulfill our objective of turning the event at the Fortezza into a moment of professional growth and business. It's clear that the entire kidswear system is moving in new directions. And we need to seize every opportunity. One of these, we realized, is the growing importance of lifestyle in the children's world, always in synergy with clothing, yet powerful enough to influence the choices of major shops and department stores."

The Ministry of Foreign Affairs and International Cooperation and ICE Agency for the Pitti Immagine Fashion Trade Shows 2024

The Ministry of Foreign Affairs and International Cooperation and ICE – the Agency for the promotion and internationalization of Italian companies abroad – are enhancing Florence's role in the internationalization strategy of Italian fashion by supporting the 2024 Pitti Immagine fashion trade shows. Their contribution is crucial to the incoming program of top foreign operators and communication.

"Thanks to this collaboration," says Agostino Poletto, General Director of Pitti Immagine, "we can invest valuable resources in inviting buyers from emerging markets, whether they're potential new clients for high-quality Made in Italy products or those who are already becoming important for our national exhibitors. For this initiative, we've worked with ICE staff abroad, who consistently demonstrate expertise and deep knowledge of their respective distribution and consumption contexts, crucial elements for effective planning."

UniCredit is Main Partner di Pitti Immagine

Since 2020, UniCredit has been Pitti Immagine's main partner for the fairs, contributing ideas and projects to support regional development and Made in Italy excellence.

"As UniCredit gains an increasingly detailed and precise understanding of the industrial world represented by our shows," **says Raffaello Napoleone, CEO of Pitti Immagine**, "we become familiar with the themes of finance applied to development or aggregation projects, whether vertical or horizontal, of brands and the most dynamic districts. The agreement is more than well-established and, starting this year, thanks to the Centro di Firenze per la Moda Italiana, we are pleased to have extended it to a training initiative for graduating students from the best Italian fashion schools. The modules primarily address sustainability issues, with a very practical approach."

"We have dedicated great effort to the creation of the CFMI Academy," **explains Annalisa Areni, Head of Client Strategies at UniCredit Italia**, "which serves as an interface between Fashion Design students and companies in the fashion sector, with the goal of promoting high-level training sessions. This project aligns with one of our group's main objectives: to actively support young talents in expressing their full potential. We believe that it is essential to continue investing in training, a key element to foster the transmission of knowledge and further enhance the excellent productions of our Made in Italy. Through the Academy, born from the synergy with Pitti and other prestigious partners, we commit to creating educational pathways to promote the spread of greater industrial culture and sustainability, making theoretical education closer to the operational themes experienced daily by



companies."

(see dedicated press release)

Buyers

Many buyers have confirmed their attendance: from the world's most important department stores to boutiques, research shops, and concept stores. Just to name a few: **248 Kids** (Spain), **Abc** (Lebanon), **Al Garawi** (Saudi Arabia), **Alfa International - Harvey Nichols Riyadh** (Saudi Arabia), **Alinea Studio** (Spain), **Apparel Group** (United Arab Emirates), **Babesta** (United States), **Barbara Frères** (Germany), **Bebe Organic** (China), **Central Retail** (Thailand), **Childrensalon** (United Kingdom), **El Callejon De Las Hadas** (Spain), **El Rincon** (United States), **Epperò** (Italy), **Galleries Lafayette** (France), **Hakids** (China), **Harrods** (United Kingdom), **Harvey Nichols Doha** (Qatar), **Harvey Nichols Kuwait** (Kuwait), **Il Monello** (Italy), **Io e Mamma** (Italy), **Isetan Mitsukoshi** (Japan), **Jackelyn Youth Store** (Belgium), **Jesper Junior** (Finland), **Kangaru** (Russia), **Kekale** (Finland), **Kid's Puzzle** (Kuwait), **Kids21** (Singapore), **Kuopus** (Finland), **La Mariposa** (Kuwait), **Le Bunuell** (Finland), **Les Enfants** (Italy), **Level Shoes** (United Arab Emirates), **Liberty of London** (United Kingdom), **Little Nordic Baby** (China), **Liverpool** (Mexico), **Livrig** (Denmark), **Lucca** (Sweden), **Made by Nature** (United Arab Emirates), **Magic Edition** (South Korea), **Mami's** (Spain), **Martine Barneklær** (Norway), **Minimarkt Store** (Netherlands), **Mondo Piccino** (Italy), **Morbillo** (Italy), **Murren Kids** (China), **My Little Corner** (China), **MyTheresa** (Germany), **Ounass** (United Arab Emirates), **Patxoca** (Spain), **Robirò** (Italy), **Rolling Kids** (China), **Saks Fifth Avenue Almaty** (Kazakhstan), **Selfridges** (United Kingdom), **Shinyee Kids** (China), **Tante Pose** (Norway), **The Front Shop** (United States), **The Wonder Years** (Belgium), **Tiny Apple** (United States), **Tiny Buddy** (China), **Tryano - Chalhoub** (United Arab Emirates), **Tsum** (Russia), **Vizi e Vanità** (Italy).

The exhibiting brands

160 brands at this edition

with **65% coming from abroad.**

All brands participating in Pitti Bimbo 99 at the Fortezza da Basso are also featured on the digital platform Pitti Connect.

The Pitti Bimbo itinerary

Inside the Fortezza, the **100% Bambino** and **The Kid's Lab!** sections showcase the kidswear universe, highlighting the various styles and facets of the children's world. Plus, **PittiPets**, the space dedicated to the world of furry friends, and **The Nest**, the project highlighting small brands with great potential, return.

100% Bambino

Fashion for girls and boys, the latest trends, timeless styles for every occasion

This section brings together collections for an ideal wardrobe with many facets by iconic kidswear brands and labels that reinterpret adult fashion in a mini format. From occasion dresses to more relaxed outfits, 100% Bambino features garments and accessories that cater to children's tastes and parents' needs. Offerings are for every age group (from micro-outfits for newborns and their cribs to those for teens with more versatile needs) and suited for every occasion (from party looks to sportswear and the increasingly versatile streetwear).

Among the exhibiting brands:

4President, A' la Page, Aigner, Alamara, Alex & Ant, Alice Pi, Andanines, Angel's Face, Anja Schwerbrock, Antony Morato, AO76, Baby Gi, Babywalker, Bardot Junior, Bebetto, Bimbalo', Boardies, Bufi, Bugatti Junior, Canada House, Canadian, Clementina Baby, Colors of California, Crocs, Deolinda, Dirkje, Dolce&Gabbana, Ducati, Eirene, Energiers, Escada Girls, Falcotto, Fina Ejerique, Flower Mountain for Naturino, Fun & Fun, Gingersnaps, Gio Bespoke, Gioseppo Kids, Haidænd'si:k, Hanssop, Heydude, iDo, Igor, Incity Boys & Girls, Ipanema, Jesurum Baby, Juliana, Junona, Koko Noko, L'Anisé, L'Orsobruno, Laranjinha, LàTaRa, Le Chic, LF Linea Fashion, Little Bear, Maglificio di Verona, Malvi & Co, Mamemi', Marc Ellis, Marlo Kids, Meia



PITTI IMMAGINE BIMBO

Pata, Minibanda, Molo, Mou, Naturino, Needle & Thread, Nessi Byrd, Nikolli, Olga Valentine, Oseree Swimwear, Palm Beachies, Pan Costumes, Patachou, Petite Amalie, Philipp Plein Junior, Pisamonas, Play Up, Poca & Poca, Prinsessefin, Retour Denim de Luxe, Rondinella, Roy Rogers, Sal&Pimenta, Sarabanda, Selini Action, Siena Hair Accessories, Siviglia, Snug, Sofie Amoura, Sophia Webster, Sun68, SWP by Irina, Telesyk Airlines, Teva, The O, Tortue Kids, Tutu Du Monde, W6YZ, Wedoble, Yatsi.

The Kid's Lab!

Innovative brands, accessories, and designs to color the wardrobes of children and the world around them

Fashion and lifestyle are inseparable when discussing kidswear. That's why this section is set up as a large, colorful laboratory where brands showcase new ways to interpret fashion, as well as accessories, toys, and furnishings for the little ones. On the fashion front, the spotlight is on young and pioneering, yet already cult, brands distinguished by their highly personal design, choice of unconventional materials, and eco-ethical approach. Also fully part of The Kid's Lab! is PittiPets, the space dedicated to the world of furry friends, and The Nest, a project born from careful scouting among small brands that deserve to be discovered and supported.

The Kid's Lab!'s exhibition itinerary also includes **PittiPets**, the space dedicated to the world of furry friends, and **The Nest** a project based on the meticulous scouting of Dimitra Zvakou, a pioneer of responsible kidswear and founder of the Berlin-based concept lab Little Pop Up.

Among THE KID'S LAB exhibiting brands:

Adriana Mae, Appulu, Baiti Organic, Bling2o, Boatilus, Bochechas, Chikatai, Contigo, Choose Kind, Coucoucava, Crochetts, Èkki, Elle Porte, Giraffe, Inuwet, Kidiwi Handmade, Koku Factory, Kombinizona Kids, La Scimmia da Bagno, Lilikiwi, Lu & Lu, Magnetic Me, Manufaktura Falbanek, Mi Lucero, Mimi & Lula, Mini-La-Mode, Mini Cools, Moalie, Narti, Naturapura, Nicolas, No Nasties, Pangolini Kids, Petite Revery, Piccoli Principi Swimwear, Poupette St Barth, Rosajou, Sharpie, Tiki Tiki, Vauva, Walkiddy, Wooly Organic, Yo Baby, Yuko B.

PITTIPETS a Pitti Bimbo

Returning after its debut in January is the section dedicated to the world of furry friends. PITTIPETS is a showcase for brands offering accessories, furnishings, and clothing for household dogs and cats. The pet world represents an increasingly prominent segment in shops and department stores, as part of the broader family & kids lifestyle that Pitti Bimbo aims to represent. Located within The Kid's Lab! exhibition itinerary, PITTIPETS provides an exclusive space made unique by the setup designed by Ilaria Marelli, an architect and designer who has worked for international lifestyle brands.

The PITTIPETS brands: Bullophilosophy, Eirene Pawsh, Faliero Sarti for Pets, I Love My Dog, Lollipet, United Pets.

Among the NEW NAMES and RETURNS to note:

Among the companies participating in this edition—featuring new names, debuts, and returns to the fair—are key international kidswear brands such as:

Alex & Ant, Alice Pi, Andanines, Bardot Junior, Baiti Organic, Bochechas, Choose Kind, Clementina Baby, Contigo, Coucoucava, Giraffe, Ipanema, Junona, Kidiwi Handmade, Koku Factory, L'Anisé, Le Chic, Lilikiwi, Little Bear, Mamemi', Marlo Kids, Mini Cools, Moalie, Narti, Needle & Thread, Nessi Byrd, Nicolas, No Nasties, Olga Valentine, Oseree Swimwear, Pan Costumes, Pangolini Kids, Piccoli Principi Swimwear, Poca & Poca, Poupette St Barth, Sal&Pimenta, Selini Action, Sharpie, Teva, The O, Tiki Tiki, Tortue Kids, Vauva, Yo Baby.

Among the HIGHLIGHTS and EVENTS of this edition:

_Pitti Bimbo Yellow Party

At the end of the first day, **Wednesday, June 19, at 5.30 PM**, there will be a social moment for buyers, exhibitors, influencers, and the press—a yellow-themed party to come together and celebrate the



Mediterranean-flavored summer.

Happy Birthday Falco!

The historic children's footwear company featuring brands like Naturino, Falcotto, and Flower Mountain, as well as adult brands like Voile Blanche, W6YZ, Candice Cooper, and Flower Mountain, **celebrates the milestone of 50 years with a cheerful themed aperitif, on June 19 at 11:30 AM.** Half a century in quick strides.

Immersive Sky Room by CoccoleBimbi

An immersive sky room takes you into a dreamy sky where you can sway on a swing. Cesare Morisco, the art director of Coccolebimbi, a luxury kids' commerce in national and international markets, has created a space with clouds, an iconic symbol and the subject of a furniture and lifestyle accessories collection. The message is one of freedom, impact, and equality. A corner for social interaction, where **on June 19 from 11:00 AM to 1:00 PM** la **Smagnifica Sofia**, ambassador of CoccoleBimbi, will Meet&Greet the guests of Pitti Bimbo 99.

Style Piccoli

On display inside the Fortezza is the 'Tutti Frutti' series of photographs from Style Piccoli magazine's July/August issue, taken by Luca Manfredi and styled by Floriana Colangelo. The shots are inspired by Renaissance painting with a contemporary, bright, and cheerful twist, featuring elegant portraits, each characterized by a fruit or vegetable.

LEMON MAGAZINE EXPERIENCE

"When life gives you lemons... Make a Pitti Lemonade."

A special experience curated by Lemon, a magazine for cool kids & moms, a place where zest meets childhood joy! While enjoying lemon cocktails, capture some fun in the exhibit and photo booth, and relax in the Parents' Confession Box.

LEMON CONNECT – TIME TO MEET

The speed dating event for kidswear professionals

Following its great success in the last edition, this June sees the return of fashion speed dating, created by lifestyle influencer Peggy from Paul&Paula, to provide those in the kidswear industry – journalists, bloggers, buyers, and brands – with a valuable networking tool. Inspired by the theme of the summer fairs, this edition's format is named "LEMON Connect – TIME to meet," but it retains the proven approach from January: quick, impactful meetings lasting about 5 minutes each, facilitated through targeted matches.

MASSIMILIANO ALVISI FOUNDER OF SHOP SURVIVOR

Innovative Strategies for Retail

On Wednesday, June 19, at 3 PM in the Networking Lounge, join us for a special workshop hosted by Massimiliano Alvisi, a retail entrepreneur with over 20 years of experience and founder of Shop Survivor, Italy's biggest event for business growth training for retailers. At Pitti Bimbo, Alvisi will present solutions to revitalize the retail sector. Key topics will include professional use of social media to engage customers and build a community around the brand; effective store management from inventory control to staff training; and innovative ideas and creative marketing strategies to stand out from the competition and make your store a local landmark.

The 'Elevate Your Retail Sales Game' Campus powered by Istituto Marangoni Firenze

In collaboration with Istituto Marangoni Firenze, the unmissable workshop *'Elevate Your Retail Sales Game: Leveraging Advanced Visual Merchandising Tactics for Maximum Impact'* will take place. At the Networking Lounge, Nicola Diana (Brand Image Consultant and Visual Merchandising tutor at Istituto Marangoni Firenze) will demonstrate how strategic visual presentation techniques can enhance the shopping experience, capture buyer attention, and



increase sales success.

Pirouette x Pitti Bimbo 99

For this edition, Katie Kendrick of Pirouette brings her usual playful and light-hearted style with two formats that embody the new networking philosophy of Pitti Bimbo. With "**Chain Interview**," Katie will initiate a series of chain interviews where each interviewee will nominate someone among the exhibitors at the Fortezza and players in the kidswear market, thus creating a long "chain" of connections and exchange of ideas. Each interview will be filmed, and the three resulting reels will showcase how many people one can meet at Pitti Bimbo. Furthermore, "**A Zest of life - The Pitti Bimbo ecosystem Live Art event with Betty Soldi & Pirouette**" is the title of the event where Pirouette & calligrapher Betty Soldi invite the visitors, brands, buyers and press to be part of this exciting live art work. Meet & chat to Betty as she integrates your story into her interpretation of the Pitti Bimbo ecosystem. A celebration of the individual parts that constitutes the kids' fashion & lifestyle industry as we come together for this zesty edition of Pitti Bimbo 99.

Scimparello Magazine Presents the 'Scimparello Favourites'

An iconic presence at Pitti Bimbo, Petra Barkhof, fashion stylist, creative director, and editor-in-chief of "Scimparello Magazine," will roam the Fortezza to select the most creative and innovative outfits. She will be assisted by Enrico Fragale Esposito, deputy editor of the magazine. Together, they will select 10 special items and present an award inspired by the theme of the summer shows—lemon-flavored. The awards ceremony will take place on Wednesday, June 19.

PITTI BIMBO EDITORIAL:

"Somewhere over the rainbow"

The special lifestyle showcase at Pitti Bimbo will dazzle with the brilliant colors of the rainbow, renewing itself each edition with a selection of accessories and design elements, ready to make it onto the wish lists of both adults and children. "**Somewhere Over the Rainbow**" is the title of the June Editorials, curated by stylist **Maria Giulia Pieroni**: a meticulous and creative editorial selection that playfully revolves around the rainbow and the wonder it always sparks in those fortunate enough to witness it.

The rainbow is tranquility, surprise, looking up, and thinking of loved ones. It is a happy sign after the rain before everything begins again. It is a positive thought, a smile, and a color palette. The rainbow is a cheerful bridge, a polychromatic conjunction, a universal language cited by poets, rhymed in nursery rhymes, and drawn by children. And there are rainbow garments, accessories, details, and toys, all because they do not choose one color but encompass them all.

PITTI CONNECT

Until July 16, 2024, Pitti Bimbo will be online on the Pitti Connect platform and the social media channels of our community, with dedicated insights into brands, style itineraries, and real-time updates that will continue throughout the sales campaigns. Among the editorial content that will soon be online are:

WALK THROUGH: style itineraries curated by a stylist, who selects from the digital showrooms on Pitti Connect the brands that are the protagonists of Pitti Bimbo, just as she would for her magazine, a series of trendsetting garments.

Upcoming features include:

Walk Through by Maria Giulia Pieroni

Walk Through curated by **magazine Style Piccoli**



PITTI IMMAGINE BIMBO

*The Pitti Crew
wears*

ARMOR LUX and FLOWER MOUNTAIN

**Pitti Immagine would like to thank ARMOR LUX and FLOWER MOUNTAIN
for their contribution in dressing The Pitti Crew for this edition of the fair.**

special grant

madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITCA[®]
ITALIAN TRADE AGENCY

main partner

 **UniCredit**