



Pitti Bimbo 99 drew a close at the Fortezza da Basso, having welcomed almost 1,200 retail operators, 48% of whom are from abroad

Pitti Bimbo 99 (Florence, June 19-21, 2024) recorded a final attendance of nearly 1,200 buyers at the Fortezza da Basso, with 48% coming from abroad from over 50 countries. In total, there were approximately 1,500 visitors at this edition.

“First and foremost, I want to thank our 160 exhibitors, both Italian and international, the 1,200 international retail operators, and the almost 150 journalists, bloggers, and influencers who have made this edition of Pitti Bimbo vibrant. Although smaller in scale than in the past, it was lively with various initiatives (editorials, networking between brands, buyers and media, professional training, and promotion of trends and individual offerings) that enlivened the Central Pavilion of the Fortezza. We are pleased with the strong loyalty shown by foreign buyers — especially those from the UK, the USA, China, and Spain, as well as high-level buyers from the UAE, Saudi Arabia, and Kuwait. The Italian market and parts of the European market are less dynamic, which greatly impacts Pitti Bimbo's performance. It's clear that the market is undergoing a delicate phase, marked by a downturn in domestic consumption and the growing dominance of chains over independent multi-brand stores, and the show is reflecting the transformations in the sector. This situation is part of a broader economic context affecting the entire international textile and clothing industry. As a result, we are considering evolving the event to reinforce our role in supporting the most innovative and high-quality production sectors. We will already be doing this in January 2025, during the 100th edition of Pitti Bimbo.”

— **AGOSTINO POLETTI, General Manager of Pitti Immagine**

Among the **top 15 foreign markets** at this edition were:

Great Britain, China, Spain, United Arab Emirates, Russia, Belgium, United States, Saudi Arabia, South Korea, Kuwait, Serbia, Austria, Netherlands, Germany, and Greece.

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