



PITTI BIMBO 100 – 001
Firenze, Fortezza da Basso
22 – 23 January 2025

**A milestone to celebrate, but above all, a new beginning
for the leading event in international kidswear.**

**The new layout, designed by Ilaria Marelli,
transforms the Fortezza into a playful, colorful city:
a promenade, four squares, and a vibrant array of
fashion, lifestyle, beauty, publishing, and food offerings.**

**Free entry, exclusive clothing and accessories created for Florence,
and countless opportunities for networking**

Pitti Bimbo has always been the premier event in children's fashion – the go-to fair for established brands, newcomers, scouting, and networking. The **100th edition**, taking place on **January 22 and 23, 2025**, at **Florence's Fortezza da Basso**, is more than just a major anniversary; it's a fresh project to experience together.

The number 100, when read in reverse, becomes 001

This January will indeed be a true "first edition" that goes beyond fashion, expanding into lifestyle, beauty, footwear, accessories, jewelry, publishing, and, from this edition, even food.

"As the market changes, so does Pitti Bimbo," remarks **Raffaello Napoleone, CEO of Pitti Immagine**. "That's why we've redesigned the fair with a more streamlined, faster format that's less burdensome for participants. We've chosen to invest in supporting companies currently undergoing significant transformation. This approach includes pre-fitted stands, which are less demanding for companies, and free entry to welcome buyers, press, and influencers."

Many new features have been introduced. First, **the fair will be condensed into two days** to allow all participants to **better focus their energy and commitments**.

To celebrate this special edition, some brands will showcase **limited-edition clothing and accessories created exclusively for Pitti Bimbo** at the Fortezza.

Additionally, entry will be strictly reserved for industry professionals but free – no ticket required, only accreditation is required for trade operators arriving to the Fortezza.

The new layout highlights:
the Promenade and Trend Squares

The spaces at the Fortezza, redesigned and reorganized by **Ilaria Marelli** – an architect and designer specializing in interiors, staging, and objects who also teaches Interior Design at the Politecnico di Milano – transform Pitti Bimbo into a beautiful, colorful, and lively city. Visitors are guided along a *promenade*, a looping avenue inspired by popular board games, with brand spaces lining the path. Along this route are **four trend-focused squares**, each featuring themed editorial installations:

_ **My First**: the first wardrobe for newborns.



_ **Magic Party:** clothing and accessories for special occasions.

_ **Be Sporty:** everything for active, outdoorsy kids.

_ **Snowtime:** the latest trends for snowy days.

Additionally, a dedicated **FOOD AREA** focuses on nutrition, featuring premium products and plenty of accessories to make meals, snacks, and lunchboxes more joyful and stylish.

Buyers and incoming

Many invitations have already been sent, and many buyers – from some of the world’s leading department stores to boutiques, specialty shops, concept stores, and online retailers – have already confirmed their attendance for January. The list continues to grow each day; here are just a few names to mention:

ABC (Lebanon); **Check and Dot** (South Korea); **Chic Bambini** (Japan); **Childsplay** (Great Britain); **Ei Rincon De Maria** (United States); **Esmeralda** (The Netherlands); **Harrods** (Great Britain); **Harvey & Nichols** (Qatar); **Kid’s Puzzle** (Kuwait); **Les Enfants** (Italy); **Level Shoes** (United Arab Emirates); **Lucca** (Sweden); Magic Edition (South Korea); **Martine Barneklær** (Norway); **Mimimo Moda** (Spain); **Monchou** (Georgia); **Ricriation** (Principality of Monaco); **Rosa Celeste** (Honduras); **The Archive Store** (The Netherlands); **Tsum** (Russia).

Highlights & Events

Training, networking, editorial collaborations, and events: the Pitti Bimbo calendar is packed with appointments designed to foster connections and business opportunities. Among these is the third edition of the **Fashion Speed Dates**: short, focused meetings between brands and buyers or the press. Additionally, there will be presentations, product launches, talks, and numerous networking opportunities.

the special collaboration: FAMILY CIRCLE @ Pitti Bimbo 100

The famous baby & kids marketplace **Family Circle**, presenting also curated pop up events featuring the best products for kids from around the world, will be at Pitti Bimbo with a special showcase of its brands. Among them: **Ambostoy**, **Anna und Paul**, **Bygge**, **Cosy Roots**, **Junikind**, **Käthe Kruse**, **Kurti und Frieda**, **Korko**, **Natch**, **Senger**, **Sunshine Puzzles**, **Wohnfühlen**, **Wonderwuzz**.

THEMATIC AREAS of Pitti Bimbo 100

Leading brands and emerging labels come together to shape the world of Pitti Bimbo 100, showcasing their Autumn/Winter 2025 collections. Three thematic areas will capture the full spectrum of contemporary kidswear.

100% Bambino

This section celebrates children's fashion, highlighting the latest trends, timeless styles, and looks for every occasion

It brings together collections to create an ideal, multifaceted wardrobe. Iconic brands in kidswear and designer labels known for translating adult fashion into mini formats feature here. From formalwear to relaxed outfits, 100% Bambino presents clothing and accessories that cater to kids' tastes and parents' needs, covering every age group – from newborn essentials to versatile styles for teens – and every occasion, from party looks to sportswear and street style.

The Kid’s Lab

This vibrant section focuses on innovative brands, accessories, and designs that brighten kids' wardrobes and the world around them

Fashion and lifestyle are inseparable in kidswear, which is why this area acts as a lively lab where brands introduce fresh interpretations of fashion alongside accessories, toys, and furniture for children.



The spotlight is on young, pioneering brands with a cult following, known for their distinctive designs, unique material choices, and eco-ethical approach.

Alongside these is **The Nest**, a special project integral to the exhibition, spotlighting small, promising brands that deserve to be discovered and supported. It is curated once again by Dimitra Zavakou, a pioneer in responsible kidswear and founder of the Berlin-based concept lab Little Pop Up.

BRANDS at this Edition

Over 150 brands are expected at the Fortezza, with approximately **65% coming from abroad**

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

Abel& Lula; Adriana Mae; Angel's Face; Anja Schwerbrock; Antony Morato; Ao76; Appulu; Baby Gi; Bebetto; Bembi; Bimbalo"; Blauer; Bling2o; Boatilus; Bobbin & Tricot; Boboli; Canadian; Canadiens; Choose Kind; Collégien; Colors Of California; Copenhagen Colors; Coucoucava; Crochetts; Crocs; Deolinda; Ducati; Elle Porte; Etliberi; Falcotto; Farway Milano; Fina Ejerique; Flower Mountain For Naturino; Fun & Fun; Gingersnaps; Hanssop; Heydude; I Ferrarini; iDo; Incity Boys & Girls; Inuwet; Ipanema; Jack & Jones Junior; Jamiks; Jesurum Baby; Junona; Kids Only; La Scimmia Da Bagno; Laranjinha; Les Lutins; Lf Linea Fashion; Lil'atelier; Lilikiwi; Linea Mammababy; Lippolis Maker Studio; L'orsobruno; Maglificio Di Verona; Manuela De Juan And Maa; Manufaktura Falbanek; Marae Kids; Marc Ellis; Marie-Chantal; Marta Dog Closet; Martin Aranda; Mayoral; Mayoral New Born; Mayoral Shoes; Meia Pata; Mi Lucero; Michelle Kids Georgia; Mini Cools; Minibanda; Mini-La -Mode; Montereggi Kid; Mou; Name It License; Naturino; No Nasties; Oscar Et Valentine Cachemire; Palloncino Blu Sleepwear; Patachou; Petit Pan; Petite Revery; Play Up; Prinsessefin; Retour Denim Deluxe; Rondinella; Rosajou; Roy Rogers; Sarabanda; Siviglia; Snug; Sophia Webster; Swp By Irina; Teva; U.S. Polo Assn.; Vauva; Vélocipède; W6yz; Wedoble; Wooly Organic; Yo Baby; Yuko B.

FIRE: the theme of the Pitti Winter Shows

Fire is magical, irresistible, hypnotic, magnetic – but forbidden! You don't touch it, you don't play with it. At most, you admire it. Fire is like a fairy tale, breathed by dragons and devoured by fire eaters. It is energy, light, warmth. It's a hearth, a place to gather in a circle to listen and share stories. It's a spectacle. Fire is a multitude of creative, active, passionate flames. Fire is like embers, waiting, surprising, deceiving, constantly renewing itself without going out. Fire is a vital energy that destroys but always rebuilds, creates and starts creating again, inspires dreams, and invites endless artistic depictions.

PITTI BIMBO 100 - 001 ON TOUR

Pitti Bimbo is the only children's fashion event to organize a schedule of press meetings, to create network and enlarge the potential of the communication of the project as a whole and of all its participants. We will be traveling around in the month of November in Germany, Spain, France, UK, Scandinavia and Asia.

PITTI CONNECT

Pitti Bimbo is online on the Pitti Connect platform and across our community's social channels, offering in-depth features on brands, style itineraries, and real-time updates that will continue throughout the sales campaign.



PITTI IMMAGINE BIMBO

The Ministry of Foreign Affairs and International Cooperation and ICE Agency for the Pitti Immagine Fashion Trade Shows 2025

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. Their contribution to the Pitti Immagine 2025 fashion shows provides essential support to the incoming program for top foreign operators and communication efforts.

UniCredit is the Main Partner of Pitti Immagine

Since 2020, UniCredit has been the Main Partner of Pitti Immagine's trade shows, contributing ideas and projects to support regional development and Made in Italy's excellence.

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