

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 from 170 brands.**

**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.**

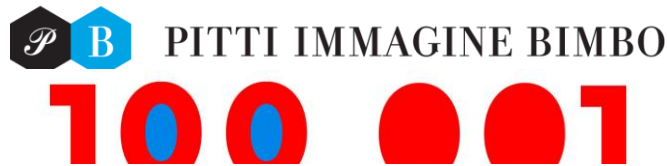
To celebrate this special edition, some brands will bring exclusive garments and accessories to the Fortezza, created specifically for Pitti Bimbo 100: a product or a mini capsule **Limited Edition 100 001** that buyers can discover only by attending the event

Admission will, as always, be strictly reserved for industry professionals, but free of charge – no ticket required, just registration.

The new layout highlights:
The Promenade and Trend Squares

The spaces, redesigned and reorganized by designer Ilaria Marelli – an architect 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:

_ **newborn style!** the first wardrobe for newborns.



_ **be magic!**: clothing and accessories for special occasions.

_ **play outdoor!**: everything for active, outdoorsy kids.

_ **super snow!**: the latest trends for snowy days.

TASTE for KIDS

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

Among the featured food companies at the fair, names include: **Fratelli Lunardi, Gabriele Rocchi, I Bibanesi, La Castagna Leopoldina, Nocciolo.it, Tablecloths.it, Torta Pistocchi, Zolla14 Organic Farm Project.**

Buyers and participation

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:

5 Lobitos (Spain); **7bo** (China); **ABC** (Libano); **Al Garawi** (Saudi Arab); **Alesayi** (United Arab Emirates); **Alva for Kids** (Spain); **Baby Lu Courmayer** (Italy); **Barbara Frères** (Germany); Biskuit Shop (South Korea); **Bosco di Ciliegi** (Russia); **Breficom** (Italy); **Check and Dot** (South Korea); **Chic Bambini** (Japan); **Childrensalon** (United Kingdom); **Childsplay** (United Kingdom); **Cookie Cow** (China); **Daniels Benavente** (Spain); **El Rincon de Maria** (United States); **Em'vi** (Austria); **Esmeralda** (Netherlands); **Hai Kids** (Germany); **Harrods** (United Kingdom); **Harvey Nichols Doha** (Qatar); **Isetan Mitsukoshi** (Japan); **Kenguru** (Russia); **Kid's Puzzle** (Kuwait); **La Moda** (Russia); **Le Pesticole de Maelou** (France); **Leopotamo** (Spain); **Les Enfants** (Italy); **LH International**(Kazakistan); **Lidia Shopping** (Italy); **Little Rags & Riches** (United States); **Lucca** (Sweden); **Luisaviaroma** (Italy); **Magic Edition** (South Korea); **Martine Barneklaer** (Norway); **Monchou** (Georgia); **Mondo Piccino** (Italy); **Morbillo**(Italy); **Motta Baby** (Italy); **Nickis** (Germany); **Peter Pan** (Italy); **Petite Poupette** (Germany); **Piano Studio** (Kazakistan); **Regina** (Russia); **Ricriation** (Principality of Monaco); **Robirò** (Italy); **Rosa Celeste** (Honduras); **Saks Fifth Avenue Almaty** (Kazakistan); **Sambo** (Italy); **Sorelle Ramonda** (Italy); **Styl Baby** (Italy); **Suit Beibi** (Spain); **The Archive Store** (Netherlands); **The Little Red Planet** (United States); **Tsum** (Russia); **Vizi e Vanità** (Italy).

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 25-26 collections. Three thematic areas will capture the full spectrum of contemporary kidswear.

100% Bambino

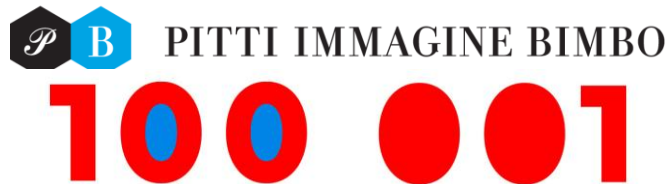
This section celebrates children's fashion, highlighting the latest trends, timeless styles, and looks for every occasion

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 the increasingly eclectic 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 Zvakou, a pioneer in responsible kidswear and founder of the Berlin-based concept lab Little Pop Up.

BRANDS at this Edition

170 brands are exhibiting at the Fortezza, with approximately 65% coming from abroad, alongside the very best of Made in Italy.

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

Al Riders; Alwero; Anja Schwerbrock; Antony Morato; AO76; AT.P.CO.; Appulu; Anthony Mocassini; Baby Gi; Bebetto; Bembi; Bimbalo'; Bikkembergs; Blauer Junior; Blue Seven; Boatilus; Bobbin & Tricot; Boboli; Bomboogie; Bufi; Canadian; Catya; Choose Kind; Collégien; Colors Of California; Compania Fantastica Mni; Copenhagen Colors; Coucoucava; Crochetts; Crocs; Deolinda; Dolce & Gabbana; Eli Soft; Etliberi; Falcotto; Fina Ejerique; Flower Mountain For Naturino; Freddy; Fun & Fun; Gaudi'; Gingersnaps; haidænd'si:k; Hanssop; Heydude; I Ferrarini; Imin Kids; Infantium Victoria; Inuwet; Invicta; Jack & Jones Junior; Jamiks; Jesurum Baby; Junona; Kids OnlyLaranjinha; Kombinizona; Komono Eyewear; Les Lutins; Lf Linea Fashion; Lil'Atelier; Linea Mammababy; Lippolis Maker Studio; Livly; L'orsobruno; Magil; Maglificio Di Verona; Mlavi & Co; Manufaktura Falbanek; Marae Kids; Marie-Chantal; Marta Dog Closet; Martin Aranda; Mayoral; MC2 Saint Barth; Meia Pata; Michelle Kids Georgia; Mini Cools; Minibanda; Mini-La -Mode; Momtobe 21; Monnalisa; Montereggi Kid; Mou; Mousse Kids; Naturino; Oscar et Valentine Cachemire; Palloncino Blu Sleepwear; Pantotti Studio; Patachou; People Of Shibuya; Per Te; Petit Pan; Piccola Ludo; Pingulini; Play Up; Police; Prinsessefin; Regina; Retour Denim Deluxe; Rondinella; Roy Roger's; Sarabanda; Simoncini Telai; Siviglia; Snug; Sophia Webster; Story Loris; Suns; SWP By Irina; U.S. Polo Assn.; Vauva; Vélocipède; W6YZ; Wedoble; Wooly Organic; Yo Baby; Yuko B.

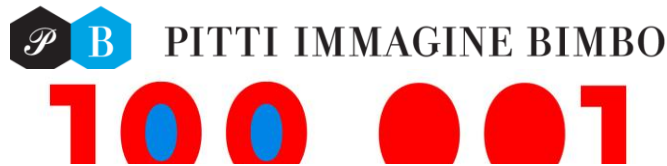
FIRE

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 fireplace, it's where you 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.

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 a main partner of Pitti Immagine's trade shows, contributing ideas and projects aimed at supporting regional development and the excellence of Made in Italy. As part of its UniCredit per l'Italia plan, the bank recently announced the availability of a €1 billion fund dedicated to companies in the fashion sector, reaffirming its commitment to this industry. UniCredit is further enriching its collaboration with Pitti Immagine by focusing on education through the creation of the CFMI Academy. Launched in January 2024, this initiative stems from a partnership between the Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit. Thanks to a new grant, it has evolved from a seminar-based educational format into a project-based research path designed to inspire entrepreneurial ideas and foster a new generation of creatives, designers, and entrepreneurs in the ever-changing Made in Italy sector.

This new research lab offers a valuable opportunity for students from the top Italian fashion academies who aspire to become entrepreneurs in the industry. It underscores UniCredit's ongoing commitment to supporting this key pillar of Made in Italy. Through the Academy, UniCredit aims to concretely develop young people's entrepreneurial skills, enabling them to experience firsthand the challenges and rewards of starting a business. The bank provides its professionals' expertise to guide them through a crucial step in preparing a new generation of creative talent capable of making their mark on the Italian fashion industry while meeting the challenges of innovation and sustainability.

The next **CFMI Academy** event is scheduled to take place in Florence at the Fortezza da Basso on **Thursday, January 30, 2025**, the concluding day of the 96th edition of **Pitti Immagine Filati** (January 28–30, 2025).

Highlights & Events

Training, networking, editorial collaborations, and events: the Pitti Bimbo calendar is packed with appointments designed to foster connections and business opportunities.

_Pitti Bimbo x Monnalisa

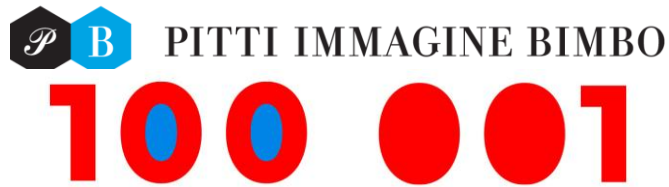
Monnalisa guest of honor at Pitti Bimbo 100. A new communication project and a new partnership that begins with the event and will continue through social media in the following months. Arriving in Florence as extraordinary ambassadors are young girls from various European countries, accompanied by their parents, who will keep a kind of social diary of their experiences and emotions. Within the Fortezza da Basso, an exclusive exhibition space will showcase Monnalisa's Autumn/Winter 2025-26 and Spring/Summer 2025 collections, enriched with unique accessories. The young ambassadors will have the opportunity to participate in a special live content creation session, where they will wear exclusive looks, step into the spotlight, and interact in a fun way to create exclusive content. The project will extend beyond the event, continuing over the next few months and involving social media to amplify the storytelling of this adventure.

_Special Collaboration: FAMILY CIRCLE @ Pitti Bimbo 100

The renowned marketplace for children and teens, **Family Circle**, which also hosts curated pop-up events featuring the best products and brands from around the world, will be at Pitti Bimbo with a special showcase of its brands. Among them: **Alwero; Ambosstoys; Anna und Paul; Bygge; Cosy Roots; Fabfabsticker; Junikind; Käthe Kruse; Kings & Rebels; Korko; Kurti und Frieda; Mama Collection; Matti Minou; Natch; Pingulini; Senger Naturwelt; Sunshine Puzzles; Wohnfühlen; Wonderwuzz.**

_Piccolo Coro dell'Antoniano concert

Fashion and music meet on the stage of Pitti Bimbo. The voices of the Piccolo Coro dell'Antoniano will perform a special concert in the Central Pavilion on Wednesday, January 22, at 4:00 PM. Forty children from the Piccolo Coro dell'Antoniano will take center stage with a program that includes historic songs from the Zecchino d'Oro, cherished by generations, as well as some brand-new



pieces. The Piccolo Coro's uniform is the result of a collaboration between Magil, a Made in Italy brand known for its sartorial quality and a long-time partner of Pitti Bimbo, and Monica Maluzzani, Antoniano's costume designer for 25 years. The result is a modern "mix and match" that respects the world of children, their imagination, and their desire for comfort. Stars, stripes, and tartan patterns in bold yet soft colors are combined in a gentle harmony. A preview of the Autumn/Winter 2025-26 collection will be showcased at the event at the Magil stand.

Speed Date: Time To Meet

The dynamic speed dating event for kidswear professionals, hosted by Peggy from Paul&Paula, returns. Brands have the chance to showcase 2–3 key pieces from their collections and connect with press, influencers, and buyers in impactful 5-minute meetings. This high-energy hour is designed to inspire, foster collaborations, and spark new opportunities in the kidswear industry. On Wednesday, January 22 (12 PM), and Thursday, January 23 (11 AM).

Pirouette: What's HOT! @ Pitti Bimbo

From shoes, to knitwear, to the party dress to the latest sustainable toys for squishing – what's hot at Pitti Bimbo 100? Katie Kendrick, editor of the fashion blog Pirouette, sets out to interpret the theme of this edition: FIRE. At the Fortezza, Katie will present a video installation that highlights the most irresistible Autumn-Winter 2025/2026 proposals: a visual guide showcasing the exhibitor selections that most captivated the blogger.

"Gli Incredibili": the Style Piccoli exhibition

Every child has a superpower: whether it's the ability to move objects with their mind, fly, lift heavy weights, or become invisible, the important thing is to recognize their unique gift and use it to the fullest. For themselves and for others. And just as every superhero has a costume, every talent deserves outfits and accessories designed to match – like those selected by the magazine Style Piccoli, captured by Luca Manfredi with styling by Floriana Colangelo, for the exhibition titled "Gli Incredibili" showcased at Pitti Bimbo 100.

Milk Magazine's most beautiful images

Milk Magazine presents an exclusive exhibition, featuring its most beautiful images from 2024. The magazine photographers capture an intimate and passionate dialogue with families. A new expression of the zeitgeist that, for over twenty years, has been reflected in the magazine's pages through a powerful visual culture showcasing the evolution of kidswear and family folklore.

Strategies for Retail: the Shop Survivor course returns

On Wednesday, January 22, at 2:00 PM in the Lounge & Events Area of the Central Pavilion, Massimiliano Alvisi, entrepreneur and founder of the Shop Survivor training events, will be at Pitti Bimbo 100 to share his knowledge and offer valuable advice on managing a successful store. The course will focus on three fundamental aspects. It will begin with an analysis of the current market and its transformations, illustrated with concrete examples of the performance of certain stores. The importance of social media will be highlighted, with effective strategies shared to increase online visibility, engage customers, and build a loyal community around a brand. Finally, the session will address how to organize store layouts, manage inventory, train staff, and maintain a high level of customer service. The entire discussion will be enriched with practical examples and case studies.

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.

 PITTÌ IMMAGINE BIMBO

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wears*

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