



90TH PITTI IMMAGINE BIMBO

Creative productions, special events and international collaborations

International children's fashion and kids' lifestyles brought together at Pitti Bimbo to creatively respond to the complexities of the market. Great quality and internationality among the buyers who arrived for an edition characterized by research and attention to topics focused on the environment and sustainability.

Pitti Immagine Bimbo, hosted in Florence from 16 to 18 January 2020, celebrated its 90th edition. For 45 years it has been the epicenter of a project for kids that starting with the

wardrobe, has expanded to touch on lifestyle and accessories in a world that has managed to engage the entire family beginning with children. Three days offered an extraordinary international overview ranging from designer labels to small experimental brands.

"Pitti Bimbo has become the spokesperson for an industry that wants to respond with creativity, innovation and the highest quality in terms of the fashion and lifestyle offering for children, to a complex economic phase," says Raffaello Napoleone, CEO of Pitti Immagine. "The first thing that struck me as I entered the pavilions and the various sections was, above all, the huge amount of work that had been done by the exhibitors – there were over 550 of them at this edition – with regard to the creativity expressed by their new collections that show an increasing interest not only in research and the most innovative fashion trends, but also in the hottest topics of the world today, starting with respect for the environment and sustainable production processes: In the presentation methods adopted, in the events and in the discourse with the visiting buyers and press, in the new projects that were actually launched in Florence. A dynamism and a desire for a concrete approach were registered by the international buyers we met over the last few days, including the most influential boutiques, big department stores and e-commerce platforms, all names of the highest quality, according to our exhibitors."

The final attendance figures for this edition (Florence, 16-18 January 2020) showed that the number of buyers almost reached 5,900 – a slight and physiological drop compared to one year ago which was strongly influenced by the results for the Italian buyers – with international buyers - from almost 80 foreign countries - exceeding the 2,300 mark at the end of the three days of the fair. With regard to the foreign markets there was important confirmation from the numbers for Russia (which is once again the fair's top reference market), France and Turkey, and positive performances for buyers from United States, China, Ukraine and United Arab Emirates. Overall, the number of visitors once again reached a total of 10,000.

"Kidswear is undoubtedly going through a complex evolutionary process of which all the various operators are aware," adds Agostino Poletto, General Manager of Pitti Immagine. "As a result of the current difficulties in Italian domestic consumption, which are still quite accentuated, the critical situations being registered by some international markets and scenarios and, above all, the change of the market paradigm, some more traditional product segments are suffering more than others. For this reason, Pitti Bimbo has again confirmed the success of its experimental vocation, characterized by research that is extended to include all spheres of the kids' universe and its strong international dimension, on both sides of the market – exhibitors and buyers. The quality of the buyer attendance – represented by both physical and on-line sales outlets and



with an increasingly broad geography – more than their quantity, together with the investments we will be making into evermore innovative presentation formats, will progressively become more strategic elements for us.”

The ranking of the top 15 Pitti Bimbo markets saw Russia return to the lead, followed by Spain, United Kingdom, Germany, Turkey, Ukraine, France, China, Belgium, Netherlands, Greece, United States, South Korea, Japan and Poland.

Highlights @ Pitti Bimbo 90

The catwalk shows and special events calendar

A calendar of runway shows, initiatives, presentations, events and cocktail parties because Pitti Bimbo is about browsing, discovering and staying up to date. The Pitti Immagine special catwalk shows, presented a selection of sophisticated and exclusive collections showcased in the Apartment section at the Lyceum and the innovative, experimental and unusual brands protagonists in the KidzFIZZ section.

Petit Bateau and Treedom together for nature

Petit Bateau, the historic French children's fashion house, and Treedom, the online platform for planting trees, team up to present a new environmentally and socially sustainable project: An exclusive birth kit in organic cotton with the purchase of which will be included the planting of an arboreal species in one of Treedom's agroforestry projects.

Sarabanda and Ducati team up for a capsule collection

Sarabanda announced the collaboration with Ducati for a capsule collection - designed for children from 6 to 16 years - that expresses the unmistakable style of the Tuscan brand, its great care for details and attention to fashion trends, combined with the active and bold spirit of the brand from Bologna.

James Mollison's "Playground" exhibition

James Mollison, the British photographer who lives in Venice and is internationally renowned for his photographic projects on social and cultural themes, presented

“Playground” at Pitti Bimbo: Within the Sport Generation section in the Padiglione Cavaniglia. The works are landscape photographs of school yards from all over the world, exploring some of the complex dynamics around play and the environments that children learn.

The Playful Living presents the Concept Store of the future

The Playful Living co-design platform in collaboration with Cilab (Research Laboratory of the Milan Polytechnic's Design Department) presented, on Lower Ground Floor of the Central Pavilion, a Multibrand Kids Concept Store designed to meet the needs of new generations and families. A consumer-friendly 4.0 space, constantly animated by talks and meetings, that puts into practice the main technological and human services transformations which retailers must face to remain competitive.

Exploring the geography of Pitti Bimbo

PITTI BIMBO: The super designer labels

The ground and lower level of the Padiglione Centrale [Central Pavilion] featured a large concentration of collections by designers and adult brands together with the ‘iconic’ brands of the kids’ world. Among the brands at this edition: B Nosy, Bellaire, Bonton, CP Company Under sixteen, Charabia, Colmar Originals, Dimensione Danza, Dinoski, DKNY, Dolce & Gabbana, Emporio Armani, Herno, Jacob Cohën, Le Chic, Like Flo, Miss Blumarine, Monnalisa, Moodstreet Petit, Museum, Nobell', NoNo, Petit Bateau, Primigi, Sonia Rykiel Enfant, Sophia Webster, Superrebel, The Marc Jacobs, Twinset, Vivetta, Yves Salomon Enfant.

SPORT GENERATION: Increasingly active

The big names in sportswear and activewear came together in the Cavaniglia Pavilion. The Sport Generation venue gave an in-depth look at leisurewear, with international brands that allow adults to dream too. Among the brands at this edition: Bikkembergs, Blauer, Canadiens, Ciesse Piumini, Emu Australia, Freedomday, Gioseppo Kids, Invicta, Jog Dog, Le Temps des Cerises, Melissa, Molo, Monta Juniors, Naturino, North Sails, Retour Denim De Luxe, Think Pink, Tommy Hilfiger, Woolrich Kid.

SUPERSTREET: 100 percent urban inclination

This is the motto of Super Street, the Pitti Bimbo venue that presents the denim universe and street inclination of junior and teen clothing. A colorful and dynamic world lit up with graphics and irony on outfits designed for kids who are free to play. Among the brands at this edition, inside the Padiglione della Ghiaia: Add Junior, Ai Riders, Bo boogie Kids, Eleven Paris, Gaudi', Guess Kids, Relish.

Other major highlights at the show

THE KID'S LAB!: The innovation Hub

Boosted by the success of the last edition, The Kid's Lab! returned with its bundle of creative content and global scouting. On the Top Floor of the Padiglione Centrale [Central Pavilion] an excellent laboratory of ideas, inspirations and trends dedicated to the most attentive buyers on an eternal quest for novelty as well as exhibitions, presentations, ideas and inspirations to learn more.

KID'S EVOLUTION: From fashion for adults to Mini Mecapsule collections

Stylish and talented brands from the adult world create Mini Me capsule collections encouraged and coordinated by the stylist and influencer Alessandro Enriquez. The brands involved in this edition are STMA by Stefania Marra, Gentile Catone, Luna Puna, Mia's, Super Vision, Timotrunks, Akep. A complete offer for buyers and press: From knitwear to total look and accessories.

Fashion Comics: Exclusive Capsule Collection Inspired by Line Friends

An Italian project that celebrates LINE FRIENDS, one of the fastest growing global character brands originally created as stickers for the leading mobile messenger app LINE. The initiative was conceived by the creative and influencer Alessandro Enriquez and developed in collaboration with Wildbrain CPLG, which manages licensing business for LINE FRIENDS throughout Europe. Each designer involved developed a capsule collection dedicated to the LINE FRIENDS brand. The Capsule Collections were presented at Pitti Bimbo in a dedicated area on the Top Floor of the Padiglione Centrale. The brands involved in the project are: Monnalisa, Philosophy by Lorenzo Serafini, Mc2 Saint Barth, Akep, 2Star, Pinko Up, Diadora.

The TOP BUYERS at Pitti Bimbo

The participation of the best Italian and international buyers was evidence of the key role played by Pitti Bimbo and its success. They attested to the quality of the proposals, the fair's capacity for renewal, the attentive segmentation as well as the ongoing commitment to discovering new brands. At the same time at every edition Pitti Immagine increases its investment in its program dedicated to incoming delegations of top buyers and international retailers, also thanks to the contribution of

MiSE and the ICE Agency. At this edition we focused on the most experimental international shops, on the key department stores and, naturally, on online stores; with specific attention on countries like Russia, United States, areas of the Middle and Far East (South Korea and Japan).

Here are just some of the fair's top buyers: Aishti (Lebanon), Al Garawi (Saudi Arabia), Al TayerInsigna (United Arab Emirates), Ali Bin Ali Group (Qatar) August Pfueller (Germany), AW Rostamani (United Arab Emirates), Baby Marlen (Ukraine), Babyshop (Sweden), Barbara Frères (Germany), Barneys (United States), Bergdorf Goodman (United States), Bongenie (Switzerland), Bosco(Russia), Breuninger (Germany), Chalhoub (United Arab Emirates), Childrensalon (Great Britain), Childsplay (Great Britain), Coin (Italy), Daniel Boutique (Russia), De Bijenkorf (Netherlands), Demsa Group (Turkey), El Corte Inglés (Spain), Engelhorn (Germany), Fenwick (Great Britain), Galeries Lafayette (France), Gassmann (Switzerland), Hankyu Hashin (Japan), Harrods (Great Britain), Harvey Nichols Qatar (Qatar), Harvey Nichols Riyadh (Saudi Arabia), Isetan Mitsukoshi (Giappone), Jelmoli (Svizzera), Kadewe (Germania), Kangaroo (Russia), Kidiliz Group (United Arab Emirates), Kids 21 (Singapore), Kids Cavern (Great Britain), Kids Will (Taiwan), Korbmayer (Germany), Kurt Geiger (Great Britain), La Rinascente (Italy), Le Bon Marché (France), Level (United Arab Emirates), Liverpool (Mexico), Loden Frey (Germany), Lotte (South Korea), Luisaviaroma (Italy), Neiman Marcus Shan and Toad (United States), Peek & Cloppenburg (Germany), Podium Almaty (Kazakistan), Printemps (France), Rubaiyat (Saudi Arabia), Saks Fifth Avenue Almaty (Kazakistan), Selfridges (Great Britain), Shinsegae (South Korea), Smallable (France), Step2wo (Great Britain), Takashimaya (Japan), Tessabit (Italy), Tot Baby (United States), Tsum/Mercury (Russia), United Arrows (Japan), Winny (Russia) ... and many more.

Le Volière presents its New Girl Collection with Cecilia Rodriguez

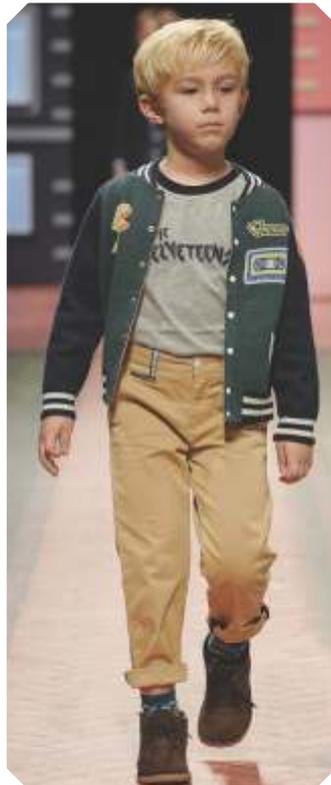
After the countless successes achieved last year, such as the recognition from the Sole 24 Ore as the leading company with the greatest growth, the limited edition capsules for Chiara Ferragni's The Blonde Salad and the Christmas one for YAMAMAY, the Le Volière brand, loved by all the influencers, also turns to the world of kids, in particular that of the GIRL, with the dual goal of delivering its girlish essence in its natural habitat and of matching the mother-daughter look. At Pitti Bimbo, Le Volière presented its new collection, supported by the presence of Cecilia Rodriguez, a figure very close to the brand and who has represented it on several occasions.

United Colors of Benetton

65 Benetton Street. In the world created by Jean-Charles de Castelbajac, this is where the kids of Benetton's first runway show for Pitti Bimbo 'live'. It could be a street in a modern city, because the street serves as the biggest museum of contemporary art. The young citizens of Benetown have adopted Benetton's historic colour and sportswear iconography, but with the extra touch of a strong identity comprising irony, tenderness and urban culture. They live every day as it comes, travel fast – on scooters and skateboards – are nimble, creative and curious. They care deeply about their planet and wear clothes dyed with natural, non-toxic colours, puffer jackets made from recycled materials and noble fibres. They love street style and street art – which explains their preference for camouflage as well as star and stripe patterns. It also explains their predilection towards clothes embellished with Keith Haring's street art.*

The Benetton house at Pitti Bimbo was a modern place, with a colourfully powerful identity, where flags bright with the company's primary colours will fly. A way to underscore the spirit of a brand that is most definitely future-facing - because children are our hope and our pioneers – but which focuses on the core elements of its philosophy: Unique authenticity, lateral thinking, being in tune with the times and inclusivity.





APARTMENT: Collections with a sophisticated and exclusive attitude

Curated by architect Ilaria Marelli, "Best Italian Exhibition Design 2019", this is a refined and special 'home' for sartorial and sophisticated brands that featured in a special runway show. Among the brands at this edition: Aisabobo, Amelie Et Sophie, Amiki Sleepwear, Anja Schwerbrock, Atelier Choux Paris, Belle Chiara, Belle Enfant, Bo(Y)Smans, Candice Fauchon, Caramel, Caroline bosmans, Emile Et Ida, Grevi, Hucklebones, Jem + Bea, Jessie And James London, Nikolia, Paade, Pe'pe', Pero, Piccola Ludo, Raspberry Plum Ltd, The Middle Daughter, Tia Cibani Kids, Velveteen.





La Sfilata Di Children's Fashion from Spain

Children made their voices heard and ask adults for a better future. An urgent call to action to save our planet from climate change and rethink the future from the viewpoint of equality and sustainability. Stop plastic pollution! Go Green! There is no planet B! Recycle! Save animals! are some of their slogans. With placards and colors, boys and girls have taken over the city, the symbol of pollution and the most ruthless individualism, transforming the streets into murals filled with their demands and colored graffiti, asking for green, inclusive, livable spaces.

In this way, Spanish children's fashion acted as a spokesperson for the littlest set, focusing on ecological fabrics with direct references to nature in the prints and the colour palette. Oranges, browns, greens, reds and neutral tones fill the clothes with colour, contrasting with darker shades, sparkling and metalized details that belong to the city and the chicest collections.

Self-managed urban gardens grow where before there was only asphalt and wheels become improvised swings. Little kids make recycling their lifestyle and play, with comfortable clothing that has a marked urban style to face the winter. An invitation to change our lifestyle, pursuing environmental principles that connect us to the planet and humanity. The brands on the runway included: Abel & Lula, Boboli, Mayoral, and TucTuc.





The Monnalisa Fashion Show

A not-to-be-missed event at Pitti Bimbo 90, the Italian brand Monnalisa, a leader in premium childrenswear, presented their new collection with a special catwalk show on Thursday 16 January at the Stazione Leopolda.

