



PITTI BIMBO N.74

Florence, Fortezza da Basso, 19-21 January 2012

The sections, the numbers and what's new

Special projects and previews

Over 510 collections, more than **200** of which are from abroad, **8,300 buyers** and a total of **over 10,000 visitors** at the last winter edition: these figures confirm Pitti Bimbo's role as the only trade fair in the world that presents a complete overview of children's fashions combining it with an extraordinary platform for presenting the new lifestyle trends for kids.

From the classic-elegant look of the big names at Pitti Bimbo, to the sportswear at Sport Generation, from the creativity of the brands in the New View and EcoEthic sections to urban couture at Super Street, plus design items and textiles for the young set, up to the avant-garde collections at Apartment – it's all here at Pitti Bimbo and shown via the myriad links connecting contemporary art, food & design and fashion. **The new entries at the forthcoming edition** of the fair include important brands like: **Dondup, Jucca, Zadig et Voltaire, Thun, Bark, Fingers in the Nose, Maison Gabrielle, Fendi-Inglesina, Aston Martin, Nanan** and the special presence of **Swarovski Elements**.

WHO IS ON NEXT? BIMBO

We received a huge number of entries – mainly from abroad – for the second edition of WHO IS ON NEXT? BIMBO, the contest for new talents in children's fashion, sponsored and organized by Pitti Immagine in cooperation with Altaroma and Vogue Bambini. The winners – in the categories baby 0-3 years, kid 4-8 years, junior 8-10 years and accessories – will have the opportunity to show their collections to the unique international audience comprising the buyers and members of the press who come to Pitti Bimbo. The eight finalists of this edition are:

Barbara Lachi, Bubino - Fatto con Amore in Italia, Du-Dù, Ediemma Snc Fashion For Kids, Le troisieme songe, Peridea, Scarabocchi di Patipò, Vichi.

Pitti Bimbo and the Pop Up Stores

Elegance and tradition in a contemporary key and sized for children, with an eye on what's happening in the world of grownup fashions – this is Pitti Bimbo. It is also a tour through the big name brands that will take you to the new luxury in infants' clothing. The core offering of Pitti Bimbo – at the Main Pavilion – is enriched with items that are part of the young set's lifestyle: jewelry, fragrances, eyewear, furnishing items, bags and travel accessories. And, in this new exhibition layout that is refreshed season after season, the Pop Up Stores offer colorful and funny selections with surprising presentations of accessories. The names at this edition include: **Erfurt Luxury Accessories, Richard Ginori 1735, Caco Design, Dad Crown, Le Pandorine, "Alla Corte del Re" by Nobile 1942, The Original Baby Banz, Ez Socks, Sonatina, The Mua Mua Dolls.**

Pitti Immagine srl
Via Faenza, 111 - 50123 Firenze
T +39 055 369 31
F +39 055 369 32 00
www.pittimmagine.com



The important role that buyers play at Pitti Bimbo

The best Italian and international buyers are the people who make the event a success and “certify” the quality of its offer, its ability to keep up with – or better, ahead of – the times, its clear and carefully segmented arrangement and its commitment to discovering new brands and new talents. We would like to mention a few companies that send their buyers to Pitti Bimbo: **Giò Moretti, La Rinascente, Pupi Solari, Giglio Bagnara, and Tessabit; from Great Britain Fortnum & Mason, Harrods and Selfridges; from France Le Bon Marché, Printemps and Galeries Lafayette; from Germany Engelhorn, Loden Frey and Peek & Cloppenburg; from the USA Barney's, Bergdorf Goodman, Saks and Neiman Marcus; from Russia Bosco dei Ciliegi; from Spain El Corte Inglés; from Japan Isetan, Hankyu, Sogo & Seibu and Ships; from Saudi Arabia Harvey Nichols Riyadh and Al Garawi; from the Arab Emirates Saks Fifth Avenue Dubai and Lollypop; from Ukraine Helen Marlen; from Turkey Beymen and Harvey Nichols Istanbul; from Hong Kong Horn's Limited... and many, many others also from new markets such as Brazil.**

Apartment. Research and experiments on luxury lifestyles in children's fashions

This January will mark the seventh edition of Apartment, the project dedicated to brands focusing on contemporary luxury lifestyles in children's fashions and targeting a very sophisticated niche audience. Apartment, with its home in the Lyceum, is a very special section; at each edition it features a new and striking theme-setting curated by designer Ilaria Marelli, to present an international grouping of clothing and accessory collections. The names at this edition: **120% Lino, Anne Valérie Hash, Bonniyoung, Caramel Baby & Child, CDC by Cordelia de Castellane, Declasse, Golden Goose Deluxe Brand, Grevi, La Stupenderia, Lamantine Paris & Milan, Le Nouveau-né, Lolaparker, Maison Gabrielle, Olive, Pèro, Portami con te, Seeds, Suzanne Ermann.**

New View, the Pitti Bimbo concept lab

New View is continuing along its new path in a new setting that offers more open spaces and more dialogue among the products. In Hall M, on the lower level of the Main Pavilion, this section presents collections with high creative content and innovative brands for a demanding public – it is indeed the concept and testing lab for children's fashions. The names at this next edition include: **Milk & Bear, Famille Recomposée, Anaïs & I, Kids Will Out, Bleu Comme Gris, Atsuyo et Akiko, Aden + Anaïs, Little Linens.**

Ecoethic. The eco-evolution in children's fashions

EcoEthic will be playing a leading role in one of the Pop Up Store areas in the Main Pavilion. This is the section dedicated to the attention that children's fashions devote to ethical and ecological issues, and it features a selection of the best brands that make eco-ethical content part of their signature. These companies, from all over the world, use organic and biological materials that are produced with respect for nature and in a chain that protects local manufacturing and small communities while helping to save our planet. The names at this edition: **Alta Rosa, Corral de Pollitos, Frilo Swiss-made, Inch Blue, Kidiwi, Kite, NaturaPura, Nixie Clothing, Paola Maria, Småfolk, Stregatoccolore, Veja.**



E-PITTI.COM launches temporary online showrooms

After launching the online fair in June and opening the first showrooms last September, e-Pitti.com – the virtual fair platform that extends and makes the physical fair experience more effective, with 100,000 photographs, over 2,000 videos and a catalogue of more than 10,000 products – will be offering a new service at the January online fairs. The *temporary showroom* is a promotional service exhibitors can use to obtain a temporary online showroom and collect orders from buyers certified by Pitti. This special service will be active throughout the month of the online fairs and will host top products from the new collections presented during the January events.

A fashion week for children: the runway shows and events

Pitti Bimbo owes part of its success to the important opportunities it offers for communications projects, runway shows and the cultural events that flank each edition of the fair. The runway shows have an ever growing following: not only do they launch trends and collections, they present useful ideas about styling and accessorizing clothing.

Among the **fashion shows** and **special events** at the Fortezza da Basso: Thursday 19th January, **Twin Set, Miss Blumarine, Elsy, Miss Grant e Grant Garçon, Fun & Fun Girl e Swarovski Elements.**

Friday 20th January, **Fracomina Mini, Miniconf, Ice Iceberg.**

And one more time, **Versace** will be back in Florence with the collection *Young Versace*, the first line dedicated to 0-12 year-old children. The FW 2012-13 collection will be showcased with a cocktail at Palazzo Corsini.

MONDADORI: the project at the Fortezza da Basso dedicated to child's world

Mondadori will be at Pitti Bimbo with a series of projects dedicated to the child's world and with the Appointment space, located in the heart of the Fortezza da Basso.

Leave your mark on Fashion!: the exhibition by Collezioni Bambini

On the occasion of Pitti Bimbo 74th and the 50th issue of the magazine, Collezioni Bambini will present in the New View section a live Pop-Bif Performance, celebrating the encounter between the world of art and the world of children: the time when every artist is a bit child and every child is a bit artist.

Numbers and new names *

Brands/Firms

510 brands/collections will participate in this edition

196 brands from abroad (**38,5% of the total**)

89 new names and returns

455 firms

Area

47.000 square meters



Sections

The **8** stages of the route that will take through the world of children's fashion are:
Pitti Bimbo, Sport Generation, New View, Kids' Design, SuperStreet, EcoEthic, Apartment, Pop Up Stores

Buyer / visitors

10.000 visitors

over **8.300** buyers at the last winter edition

of whom **2,816 (33%** of the total) were from abroad

The main foreign markets: **Russia, Spain, Germany, France, Great Britain, Turkey, Holland, Belgium, Greece, and Switzerland.**

The new names and reentries include:

AUSTRIA: **Swarovski Elements**

BELGIUM: **Noukie's**

DENMARK: **Petit Nord, Smøfolk, Ver De Terre**

FRANCE: **Aventures Des Toiles, Bleu Comme Gris, Clayeux By Aventures Des Toiles, Familles Recomposees, Finger In The Nose, Kookai, Lee Cooper Kids, Maison Gabrielle Lemaitre, Milk&Beer, Minimoostic, Oups, Veja, Zadig&Voltaire**

GERMANY: **L-Ssig, Million X, Pezzo D'Oro**

GREECE: **Disney, Mini Raxeovsky**

HONG KONG: **Bossini**

ITALY: **Allegrì Cashmere, Almicocca, Annie P La Bimba, Aston Martin, Barcellino, Bark, Barnum Accessoires, Bullish, Clear-Round, Cin Gomma, Dad Crown, Detta Dada, Dondup, Escudama Baby, Faccinep Kids, Fendi-Inglesina, Fiftyfour, Happiness Kid, Hetrego, Jucca, Kukubali, Kyò, La Mascot, Le Nouveau-Ne', Linit, Magil, Manudieci, Miss Antonella, Nanan, Olimpias, Papermoon, Pappa & Ciccìa, Paul Frank Intimate e Accessori, Regina, Stregatoccolore, Surf & Army, The Mua Mua Dolls, Thun, Trudi Atelier Kids, Virtus, Zoo Di Lana**

LIBANON: **Pynkiss/ Hello Kitty**

MEXICO: **Corral de Pollitos**

POLLAND: **Ceremony Exclusive Baby Collection by Wejcik**

PORTUGAL: **F.S. Confecoes, Play Up**

SPAIN: **Graci, Kids Will Out, Linn, Paloma Larroy**

THE NETHERLANDS: **Baby Jeans, Barts, , Mim-Pi, Supertrash Girls**

UK: **Angel's Face, Little Linens, Mou, Nixie Clothing, Papillon London, Peppermint, That's Not Fair**

UNITES STATES: **Aden + Anais; Anais & I; Atsuyo Et Akiko; Bunnies By The Bay Christopher Fischer; Ez Sox, Joan Calabrese for Mon Cheri; The Original Baby Ba.**

*updated on December 21th 2011