



PRESS

PITTI IMMAGINE BIMBO

BIG NUMBERS AND COLLECTIONS FOR PITTI IMMAGINE BIMBO N. 61 A 2% RISE IN BUYERS, A 4% INCREASE FROM ITALY

Pitti Immagine Bimbo celebrated its thirtieth birthday in style. The 61st edition of the event (1-3 July 2005, Florence, Fortezza da Basso), closed with a 2% rise in buyers. A total of 7,953 buyers attended versus 7,816 in July 2004. Italian buyers took a significant step forward (4,804 vs. 4,613), whereas the number of foreign buyers remained basically stable (3,149 vs. 3,203). This is the sixth consecutive summer edition to witness an increase in attendance, confirming the ongoing and constant growth trend of this event. The kids' fashions presented in the pavilions of the Fortezza da Basso continued to move closer to their adult counterparts. In recent years, this fashion sector has taken a true leap forward in terms of quality and its newfound maturity was evident in every aspect of the event: the level of the collections, the segmentation, the completeness of the sections (Superstreet, the new section dedicated to casual urban styles for kids registered a real boom in terms of exhibitor and buyer attendance), as well as the events organized by exhibitors and the press attention.

The catwalk shows held inside the Fortezza da Basso have now become a regular feature, presenting new formulas at each edition. The success of these events is confirmed by the numbers of shows held (nine brands were showcased on the catwalks this year), as well as the new companies requesting slots on the calendar.

As far as the foreign countries were concerned, there was a clear link between buyer attendance and the performance of their respective economies. Spain, one of the few European countries not to feel the effects of the current difficult economic situation, came out on top, with a strong increase (361 buyers vs. 316 last July). There was also good growth from Turkey (142 vs. 120), which is drawing increasingly closer to Europe and could become an even more important market in the next few years, with its large catchment area of prospective customers. Along with the positive results for Germany, steady growth was also reported for Russia, Holland and the Ukraine. Some traditional sector markets, such as France, Japan, the United States and Greece, registered a slight fall.

The news was different from the Middle East: the United Arab Emirates, Israel, Jordan and Kuwait all showed an increase, whereas there was a decrease in figures for Saudi Arabia, Lebanon and Syria. Moving eastwards, in the Far East, there was a considerable rise in the figures for Korea, Taiwan and China. This year's most dynamic up-and-coming markets were Brazil, Croatia, Colombia, Libya and Morocco.

The final results showed Germany (321 vs. 311) in second place, after Spain, followed by the United Kingdom (244 vs. 248), Greece (234 vs. 289), France (199 vs. 247), Holland (148 vs. 114), Turkey, Russia (103 vs. 76), Japan (89 vs. 111), the United States (85 vs. 111), Switzerland (84 vs. 98), Korea (78 vs. 59), Belgium (77 vs. 86), Portugal (67 vs. 73) and Austria (64 vs. 66).

Florence, 3rd July 2005