

PITTI IMMAGINE BIMBO 68

22/24 January 2009

Florence, Fortezza da Basso

PITTI BIMBO: A SUCCESS STORY OF NUMBERS AND QUALITY

"Pitti Bimbo is the only trade event in the world that offers a complete overview of the children's fashion galaxy," says Agostino Poletto deputy general manager of Pitti Immagine – "it is the fair which, more than any other, understands the market's needs and gives concrete answers. In fact, the show is evolving according to a lifestyle concept and now it features not only different looks and styles in children's fashions – from sportswear to the classic-elegance of the big brands, from the creativity of independent brands to street couture – but also textiles and design related to the youngsters' world. And more: Pitti Bimbo knows how to step on the accelerator so that the various sections become fairs within the fair, presenting styles and a more precise segmentation, anticipating taste and market trends. And so, this edition, too, will open with the launch of a new section – Apartment – dedicated to the most avant-garde collections".

Growth in numbers and quality is also confirmed by important new entries at this edition which include the launch of the **Diadora Heritage** collection, the presentations of **Diesel Footwear**, **Paul Frank**, the **Ballantyne** children's line, the Pitti Bimbo debut of **Gold Rush Outfitters** from the USA and the première showing of the **Dekker Kid** collection.

APARTMENT: LUXURY LIFESTYLE FOR THE LITTLEST ONES

Apartment is the new Pitti Bimbo section dedicated to contemporary lifestyles in children's fashion showcasing a selection of international clothing and accessory collections for a progressive and discerning audience. **Apartment** will be *the* place for the most demanding buyers and the most with it fashion stores seeking elite, unique and exclusive collections: **Gianni Barbato**, **Ugo Cacciatori**, **Riccardo Freccia Bestetti**, **Alberto Fasciani**, **Paul & Joe**, and **Anne Valérie Hash** are just a few of the names at this first edition. They represent a new market segment between the junior collections from big names and small independent brands.

Apartment will be in the Lyceum near the entrance to Pitti Bimbo, and it will be a true experience in location therapy : a special layout designed by Ilaria Marelli will recreate the rooms and atmosphere of an apartment to match the style and taste of the collections on show.

BABYWORLD, THE DESIGN AND INFANT-CARE AREA IS GETTING BIGGER, BUT IT'S STILL FOR BABIES

BabyWorld, the area dedicated to design and infant care is growing in terms of exhibition space and the number of exhibitors. Launched at the last edition Pitti Bimbo, the only section of its kind on the international children's fashion fair scene, is moving to the Sala Alfa of the Main Pavilion where it will occupy a total of 900 square meters. **BabyWorld** presents the latest in contemporary infant care through accessories, design and interactions between technology and fashion for the tiniest ones - a definitely expanding market sector to which Pitti has decided to dedicate a special place within the fair.



NEW VIEW AND ECO ETHIC: DYNAMIC PROJECTS MOVING AHEAD FAST

The constant increase in the number of exhibitors at the last editions makes **New View** – the section dedicated to the most eclectic and sophisticated collections targeting a forward-thinking, cosmopolitan audience – a fair inside the fair. This section represents a niche phenomenon and is expanding consistently. There will be 11 new brands at this edition in Hall M of the Main Pavilion with 2,000sq. meters of exhibition space created by Studio Logica Architettura, Carolina Visivocchia and Riccardo Salvi leaders in creative projects for big names in fashion and design.

Eco Ethic, the area for brands with an ethical and fair trade approach to fashion that are selected through careful international scouting, is getting bigger and more dynamic. This edition will bring a selection of the best brands in the field to Florence, reflecting the buyer's sensitivity and awareness of a rapidly growing sector.

SUPERSTREET, PITTI BIMBO, SPORT GENERATION

Superstreet, the Pitti Bimbo center for denim and street wear is continuing its growth in terms of space and exhibitors: starting with this edition it will extend to the Magazzino 07 and the Quinte del Teatro. Superstreet will showcase over 60 brands of a growing market segment where fashion, images and sounds tell the story – the story of street-inspired styles. *Joe Velluto*, a collective of *Made in Italy* designers and creatives will develop the concept for the new setting.

Pitti Bimbo and **Sport Generation**, are the sections dedicated to children's wear signatures and young collections by the biggest names in the fashion industry, consolidating their offer by bringing in even more names from the international fashion establishment – names that choose Florence as the venue for preview showings.

THE PITTI BIMBO FASHION SHOWS AND EVENTS

The new Pitti Bimbo calendar – that as moved up the show so it will run from Thursday to Saturday – is also expanding the fashion show program that is an absolute must for buyers and the press. Here are a few of the names that will be on the catwalks in the recently renovated Sala delle Nazioni and Sala della Ronda: **Miss Blumarine**, Casa Altana (with the **Moschino**, **Pinko**, **Dimensione Danza**, **Jeckerson**, and **Amore** brands), **W.P Lavori in corso**, **Liu.Jo**, Kidspace (with the brands **Parrot Ki6?** and **Lu-mà!**, manufactured and distributed by Spazio Sei), **Calvin Klein Jeans Kids**, **Miss Grant**, **Replay & Sons**, **Agatha Ruiz de la Prada**, and **Elsy** .

The special events on the agenda, inside the FORTEZZA and AROUND TOWN at this edition include:

- **Replay & Son**: a special event at the Stazione Leopolda, featuring the multimedia works from the artistic project "Pastis" to celebrate the launch of the new collection and imbue the Replay's new trend with lots of energy;
- **Monnalisa**: fashion show-event to present the new 2009-1010 fall winter collection to buyers and the press;
- **Laura Biagiotti Dolls**: Lavinia Biagiotti Cigna will be presenting the new 2009 fall/winter collection with an event at the stand;
- **I Pinco Pallino**: press conference entitled "*I Pinco Pallino oltre...*" [I Pinco Pallino beyond...] presented by Imelde and Stefano Cavalleri.

And, at the Fortezza da Basso, the exhibit by **Style Piccoli**, the new quarterly supplement to *Style – Rcs* – dedicated to the world of parents and children to celebrate the new issue featuring the original, historical illustrations from *Corriere dei Piccoli*.



PITTI BIMBO 68 THE NAMES AND NUMBERS AT THIS EDITION

World preview of clothing, accessory and design collections for the 2009-2010 fall-winter season

EXHIBITORS	384 Exhibitors for a total of 510 brands of which 192 (38% of the total) are from abroad
AREA	47,000 square meters
SECTIONS	Pitti Bimbo, Sport Generation, New View, Kids' Design, SuperStreet, EcoEthic, BabyWorld, Apartment
BUYERS	10,084 buyers attended the last winter edition, out of which 3,506 (35%) were from abroad main foreign reference markets: Spain, Germany, Greece, France, Russia, Holland, Great Britain, Japan, Belgium, United States, Switzerland and Portugal main foreign growth markets: Spain, United States, Germany, Russia and Holland
NEW NAMES AND REENTRIES	The new names and reentries include: Belgium: Da-Da Childrens Wear, Nathalie Verlinden, Woodwork By Sophie Decoration Denmark: Serendipity Organics, Ver De Terre France: Cintribille, Interdit De Me Gronder, Nèwnoteut'S, Paul & Joe Germany: Bebe Cashmere, blue seven, Kaethe Kruse, Tila Israel: Tovales Italy: Alberto Fasciani, Amina, Center Box, Clair Et Fonce', Daido, Dogthing, Daniele Fiesoli, Gianni Barbato, Infanta, Johnny Lambs, Les Copains, Monsieur Cucù, Riccardo Freccia Bestetti, Rondinella, Ugo Cacciatori Peru: Enfant Du Soleil Spain: Bykis, Violeta E Federico Sweden: Moonkids United States: Gold Rush Outfitters, Kicokids, Tarina Tarantino, Zoocchini

New York, 13 November 2008