



# PRESS

## PITTI IMMAGINE BIMBO

### **PITTI IMMAGINE BIMBO TURNS 30!**

*It was on 21-24 September 1975, at the Palazzo degli Affari in Florence that the curtain went up on the first edition of Pitti Immagine Bimbo with 70 exhibitors and 2,529 buyers who came to see the show. Now it's the summer of 2005 and Pitti Bimbo is celebrating its 30th birthday with a huge "Festa in giardino". Inspired by the colorful imaginations of children, the special settings will be the backdrop for entertainment and dance music that will go on far into the night. Friday, 1 July from 7:30 p.m., Pitti Immagine cordially invites the press and exhibitors to share this important occasion in the gardens of Villa Le Corti at San Casciano Val di Pesa, one of the loveliest villas in the Florentine countryside.*

### **PITTI IMMAGINE BIMBO 61**

**1-3 July 2005**

Florence, Fortezza da Basso

The international preview showings of clothing and accessories collections for children and young teens (0 to 18 years), maternity wear and childcare products for the **2006 spring/summer season**.

An event sponsored by the Centro di Firenze per la Moda Italiana produced by Pitti Immagine.

#### **The figures**

**345 firms**

**479 brands**

**198 (41.3% of the total) of which are from abroad:**

<b>Australia (3)</b>	<b>France (58)</b>	<b>Japan (2)</b>
<b>Austria (5)</b>	<b>Germany (15)</b>	<b>New Zealand (1)</b>
<b>Belgium (24)</b>	<b>Great Britain (13)</b>	<b>Portugal (1)</b>
<b>China (1)</b>	<b>Greece (1)</b>	<b>Rep. San Marino (1)</b>
<b>Denmark (1)</b>	<b>Holland (16) (16)</b>	<b>Spain (26)</b>
<b>Canada (1)</b>	<b>Indonesia (1)</b>	<b>United States (28)</b>

The **46** new names at this edition include:

**40Weft, Alberto Guardiani, Americanino, Antik Batik, Botticelli Limited, Cashmirino, Crazy Duck, Deha, Dino e Lucia, Energie, Ferrari for Kids, I-Kidswear, Kickers Junior, Misericordia, Miss Sixty, Pinko, Pirelli P Zero Kids, Repetto, Rifle, Sultanino, Take Two Teen, Trudi, Von Dutch Originals** and footwear by **Mariella Burani, Armata di Mare** and **Guru Gang**.



## The fair

Today, thirty years from the first edition that was held at Palazzo degli Affari in Florence from 21-24 September 1975, Pitti Immagine Bimbo is truly the leading international event in the children's clothing industry, featuring the most innovative trends and avant-garde novelties. The Pitti Immagine Bimbo formula – whose success is confirmed by the continuing growth in the number of visitors from all over our globalized market – makes internalization its trump card.

A rationally segmented offer and style-content research contribute to explain the fair's growth in spite of a negative macroeconomic picture and readjustments in worldwide distribution and business systems.

## The sections

To present a dynamic and expanding segment of the fashion industry, Pitti Immagine Bimbo is divided into five sections, each of which showcases a select product offer in terms of quality and look:

**Pitti Bimbo**, classic and elegant styles combined with a contemporary spirit;

**Sport Generation**, jeanswear and sports-inspired collections;

**New View**, the most creative and sophisticated looks in children's wear;

**Kids' Design**, shelf-items and furnishing accessories for a demanding, taste conscious audience;

**SuperStreet**, the section dedicated to streetwear and denimwear that was inaugurated at the last edition to respond to the market's demand for an urban, informal look (*see enclosed press release*).

**FRESH!!**, the setting by designer Mario Rossi Scola, creates the atmosphere at *New View* the section with the highest number of foreign exhibitors (over 70%) from the creative triangle England/Belgium/Holland, and the showcase for the avant-garde fashion statement

## The fashion shows

Organized by Pitti Immagine Bimbo and held at the Fortezza da Basso, for the fashion industry and the trade press from all over the world, these fashion shows are a unique and spectacular occasion for coming into contact with the season's latest innovations, the designers' creative talents and the fashion houses themselves.

Here is the calendar:

### Friday 1 July

11:00 a.m. Sala della Ronda: **Miss Blumarine**

12:30 p.m. Sala del Rondino: **Alviero Martini B. & J. Explorer prod.e distr. da Gimel**

2:30 p.m. Sala della Ronda: **I Pinco Pallino**

4:00 p.m. Sala del Rondino: **Nolita Pocket**

6:00 p.m. Sala della Ronda: **Simonetta**

### Saturday 2 July

10:00 a.m. Sala della Ronda: **Barbie**

11:00 a.m. Sala del Rondino: **Miss Grant**

1:30 p.m. Sala della Ronda: **DKNY \_ Kenzo**

3:00 p.m. Sala del Rondino: **Agatha Ruiz de la Prada**



## The events at the Fortezza

Discussions, meetings, publications, exhibitions and events produced in cooperation with internationally renowned experts complete the research and studies on the world of children that Pitti Immagine Bimbo offers to the members of the trade. On the agenda for the 61st edition of the show:

- "Come in" ("Camerette all over the world") is the title of the exhibit presented by the German magazine "Kids Wear." Located in the Main Pavilion the exhibit features pictures taken by 40 children showing their own rooms – and the results are truly surprising.
- "Design e Sicurezza. Progettare per proteggere" [Design and safety; designing for protection] is the exhibit that presents the results of a study on motorcycle safety conducted by *CAD Modeling*, at the stand.
- the presentation of Joshua Held's new cartoon book "Dig e il mistero dei Boboli" sponsored by APT of Florence (11:30 a.m., Friday, 1 July at the Costruzioni Lorenese);
- Friday, 1 July (from 1:00 to 2:30 p.m.) at their stand *Phard Babe* presents the book: "Bimbi, Moda e Moda" by Manuela Trinci, childhood and adolescent psychotherapist;
- the Fame Academy of *Replay & Sons*, an academy for promising, young contemporary dancers will be featuring music and choreographic dance performances during the three days of the fair; the presentation for the press will be on Friday, 1 July at 5:15 p.m. in the Teatrino Lorenese;
- the official presentation of "Children's Fashion Europe" (CFE), the association of several major European manufacturers of children's clothing for promoting European merchandise around the world will take place on Saturday, 2 July, at 12:00 noon in the Monumental Area; the event is sponsored by *Mafrat*.

## The other events

The June events dedicated to jeans are continuing:

At the Stazione Leopolda in Florence, the exhibit "L'Altro Jeans. Il faut laver le jean de ses idées" (through 10 July) produced in cooperation with Pitti Immagine and dedicated to the design careers of Marithé and François Girbaud, the exhibit tells the story of four decades of continuous research and creativity and presents considerations on how jeans became the lifestyle symbol for entire generations.

At the Museo del Tessuto in Prato, the exhibition "Jeans! Le origini, il mito americano, il Made in Italy" (through 30 November 2005) traces the history of jeans from the origins to today, from America to Tuscany.

Last but not least, the video-installation "Raf Simons Repeat" in the Limonaia of Zanobi del Rosso, inside the Boboli Garden (open from 8.15 a.m. to 8 p.m. till the 8<sup>th</sup> July) – with this event Pitti Immagine Discovery celebrates the first ten years of Raf Simons Belgian designer's career.

**Florence, 1 July 2005**