APARTMENT: the world of luxury lifestyles for the youngest set becomes a book of fairy tales

This is the ninth edition of Apartment, the project devoted to contemporary lifestyles in fashions for the youngest set. This is a growing niche market with young people’s collections by big names and by small independent brands. Apartment is a very special section that features international clothing and accessory collections with an experimental air made for a forward-looking audience. Apartment is where buyers from the trendiest fashion stores come in their search for unique and exclusive collections. Apartment speaks to a specific style and market segment that leads – and creates – trends in children’s wear…proving that Pitti Bimbo has the extraordinary ability of anticipating - and showcasing – the entire spectrum of children’s fashions.

The NAMES at this edition are:

The new setting is “FAIRY TALE”
For the winter edition of Pitti Immagine Bimbo, Ilaria Marelli has once again reinvented the areas of the Lyceum with a conceptual layout based on the theme of “children’s fairy tales”: Fairy Tale.
A perfect balance between romantic appeal and sophistication, this project presents a fairy tale itinerary filled with enchanted gardens and blossoming arcades set amidst a series of arches with blooming pergolas and laden tables, just like a scene from the adventures of Alice in Wonderland. The story is presented as a stroll through a pop-up book, ready to reveal astonishing scenes to visitors at every step, taking them back to a time when they used to fall asleep imagining the end of the story. The Fairy Tales layout is linked to the event’s key theme Pitti Bookswear Mania.

Vogue Bambini presents “Lèggere leggènde, leggènde leggère”
Also in the Apartment areas, Vogue Bambini will be presenting the photographic exhibition “Lèggere leggènde, leggènde leggère”: original snaps of children experimenting with reading.

Florence, 17 January 2013