

## PITTI BIMBO 87



## Key international fashion fair for **KIDS**

**5** 72 collections, 351 of which from abroad, 160 new names and returns, over 5,300 buyers and a total of 10,000 visitors at the last summer edition: These were the figures of Pitti Immagine Bimbo 87, the key international fair for the kids' hemisphere which took place at Florence, Fortezza da Basso from June 21-23, 2018. This is the only international rendezvous capable of capturing the most creative vibrations of a constantly evolving sector which has become an unmissable event for buyers from the top department stores, boutiques, concept stores and the best e-commerce sites. Season after season, the fair has become a progressively complete universe, from the brands that make research and design their stylistic signature, alongside the names

that belong to the classical world and the big designer labels that choose Pitti Bimbo to present original projects or global launches.

Stylists, established brands, the sartorial vocation of Apartment; sustainability, the banner for Ecoethic; the dynamic dash of Sport Generation; the street soul of Superstreet; the athletic-metropolitan dimension of the #ACTIVELAB section; the mixture of research and experimentation in KidzFIZZ; the lifestyle of Fancy Room; the incubator of brands that are small in size but big in content of The Nest. Plus, the editorials that propose two complementary wardrobe trends, in a different way each time, using objects, curios, accessories and furnishing elements.

## The Extraordinary Grant of Mise and Agenzia ICE

This edition of Pitti Imagine Bimbo benefited from the extraordinary grant of the Italian Ministry for Economic Development (MiSE – Ministero dello Sviluppo Economico) and the Italian Trade Agency (Agenzia ICE), as part of the 2018-2019 Special Plan to support Italian fairs and Made in Italy. This grant is dedicated to developing hospitality, media relations and advertising activities.

## P.O.P. Pitti Optical Power, the theme of summer fairs

Stripes that move, wiggle and meet up again creating a whirlpool or crossroads in a cheerful game that escapes the austerity of black and white and, through colour, proposes a visual and virtual celebration. A “happy” dimension that contaminates every space, redesigning it according to an entertaining strategy. Plus, the P.O.P. Arena, a new bar/lounge area decorated in optical Technicolor will make the Pitti experience even more enjoyable for exhibitors and visitors alike. All within a set design conceived and designed by stylister Sergio Colantuoni.

## The Pitti Bimbo Catwalk Shows

In the Fortezza, the Sala della Ronda hosted three special Pitti Imagine catwalk shows. On June 21, there was a performance featuring a selection of names from #Activelab, while on June 22, some of Apartment’s luxury collections was took to the catwalk and there was a dedicated moment for some brands from the KidzFIZZ team.... Also, in the Sala della Ronda, on 21st June, there was the catwalk show featuring the collective of Spanish brands, Children's Fashion From Spain: Abel & Lula, Amaya, Boboli, Foque, Mayoral, Tartaleta, Tuc Tuc. The catwalk show was organised by ICEX-España Exportación and Inversiones,



together with the Economic and Commercial Office of the Spanish Embassy in Milan and with the collaboration of ASEPRI, the main Spanish fashion and childcare sector association.

## Fancy Room: 100 per cent Lifestyle

Fancy Room was the space dedicated to lifestyles: From design to small accessories, from gadgets to technology, all with a high creative coefficient. Located on the Lower Level of the Main Pavilion, this was an entertaining island-space where it is possible to find a series of special products. Eyewear, furnishing accessories, games, pocket technology, stationery, useful and useless objects that are always surprising. The names: A Mini Penny, Ama Gioconaturalmente, Aden + Anais, Affenzhan, Angel Dear, Babyshower, Bambam, Banwood, Bretelle & Braces, Cupcake Babies, Cute Cute, Donsje Amsterdam, Easy Peasy, Ebulobo, Fior di Coccole, Franck & Fischer, Happy Horse, Jellycat, Joshua Sanders, Joyhair, Kiddimoto, Lagoa World, Lily Bear, Littlemico, Lollipop



## SUBSCRIPTION FORM

**APPAREL VIEWS**  
The window to the world of apparel and textile industry

*Yes* i am interested in subscribing to Apparel Views for a period of  1year  2 year  3 year

Name \_\_\_\_\_ Designation \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

Pin \_\_\_\_\_

Tel \_\_\_\_\_ (M) \_\_\_\_\_ E-mail \_\_\_\_\_

### We are

Manufacturer  Exporter  Importer  Buying Agent  Designer  Consultant  Association/Council  Institute  Other

### Dealing in

Fibres  Yarns  Fabrics  Garments  Trimmings  CAD/CAM  Embellishments  Textile Machinery  Garments  Machinery  Others

I am paying by Cash/Cheque\*/D.D. No \_\_\_\_\_ for Rs. \_\_\_\_\_ drawn on \_\_\_\_\_ dated \_\_\_\_\_

favouring **APPAREL VIEWS PVT LTD.**

YEAR	NO OF ISSUE	COVER PRICE	SUB. PRICE
<input type="checkbox"/> ONE	12	1200	1000
<input type="checkbox"/> TWO	24	2400	1800
<input type="checkbox"/> THREE	36	3600	2500

\*Please add Rs. 50/- for outstation cheque

Send your subscriptions to : **APPAREL VIEWS PVT. LTD.**

Head Office: Plot No. 31, 1st Floor, Sai Enclave, Sector-23, Dwarka, New Delhi-110077, INDIA

Mob: +91 93107-66051, +91 93508-64036, (Tirupur + 91 421 4325579), E-mail: subscription@apparelviews.com



& More, Luckyboysunday, Miss Garland, Patt'touch, Plantoys, Play&Go, PoPiLoVe, Prestige, Quut, rò.rò, Seiban, Shadez, Sigikid, Sleepyhead, Slipstop, Snails, Sticky Lemon, Thule, Vandoma and Victoria.

### The Nest: The unmissable “up-and-coming” brands

Nest is on the Lower Level of the Main Pavilion: An exclusive selection of small independent brands and “up-and-coming” companies worth keeping an eye on, selected in collaboration with Little Pop Up Berlin, the Berlin concept lab/store. The names: Changuitos, Ciao Coyote, Coco au Lait, Giorgia Stella, I Marmottini, Kaleidoscope, Knit Planet, Liilu, Motomo, Novel Walk, Sophia Schneider-Esleben, The New Society, Upa, and Zac 4 Kids.

### Kid’s Evolution

From fashion “for adults” to capsule collections in a mini format. Kid’s Evolution was a project devised by Alessandro Enriquez for Pitti Bimbo. On the Lower Level of the Main Pavilion it is a section dedicated to designers who carry out research in the adult world and who have created a capsule collection for kids with high creative potential. The names for this edition: Bad Deal, I am Isola Marras Jimi Roos, Leontine and Mimida.

### Pitti Immagine Loves Mini. Mini Moves Pitti Immagine

Passion, innovation, creative research. The expression of the partnership between Pitti Immagine and MINI since 2015. Two worlds that share values and objectives linked to a contemporary lifestyle approach. This year MINI renews its collaboration with Pitti Bimbo, ready to share its vision and design inspirations starting from its privileged take on the latest trends in children’s lifestyles.

### The Green Generation of EcoEthic

Sustainability takes the stage with Ecoethic at the Ground Floor of the Main Pavilion. This is a section expressly dedicated to organic materials, ethics and respect for the environment throughout the production chain. A philosophy that is gradually becoming very widespread. The new names: Fresk By Kuk Company, Iobio, J Bimbi, Maxomorra, Mori and Pure Cotton.

### Sport Generation: Increasingly active

Sport Generation is the planet that hosts the big names in sportswear and activewear at the Cavaniglia Pavilion. The focus is on leisure clothing in this space where the protagonists are the most important international names in childrenswear and collections for kids. The brand names include: Blauer, Finger in the Nose, I Dig Denim, Invicta, Molo, Salt-Water Sandals, Snapper Rock Swim Wear, Timberland, Tommy

Hilfiger, Woolrich Kids. Superstreet, 100 per cent urban inclination. SuperStreet is the Pitti Bimbo section that gives a voice to the always lively denim universe and the street inclination of junior and teen clothing, increasingly connected to the world of Sport Generation. At Padiglione delle Ghiaia, Furera and Cortile del Teatro, a colorful and dynamic world lit up with graphics and irony on outfits designed for kids who are free to play. The brands include: CKS, Eleven Paris, Fred&Ginger, Guess Kids, Le Temps des Cerises, Monta Juniors, Petrol Industries and Wheat.

### YCCS present the Charta Smeralda

One Ocean Foundation, the Italian platform dedicated to safeguarding the ocean, created by the Yacht Club Costa Smeralda (YCCS), presented its rulebook of good behaviour for conserving the sea environment - the Charta Smeralda - to the Pitti Bimbo exhibitors. On June 21, Riccardo Bonadeo – Executive Vice President of the Fondazione and Commodore of YCCS - presented the AQUA mascot, a seahorse and children’s friend, testimony of the priority the Fondazione gives to new generations.

### Kid’s Wear Magazine presents Picture me wild!

With a resounding “roooooar,” kid’s wear Magazine invited the public of Pitti Bimbo to discover the kid’s wear photo wall, a special photographic wall erected in its space inside the Fortezza. Here is the claim, “Choose the animal that matches your lively spirit, take an amusing selfie and publish it on Instagram with the hashtag #kidswearmagazine\_Picture Me Wild. The best photos were rewarded with a special crocheted “adventure companion”!

### Elle Kids little ones become opinion leaders

Elle Kids magazine celebrated 10 years with a special format in which kids were the protagonists. They were the opinion leaders involved in a round of interviews, observations and thoughts on and around fashion.

### The Polimoda Junior Summer Camp

In collaboration with Pitti Immagine and the Museo Salvatore Ferragamo From kids to kids: Fashion creativity in support of the Fondazione Meyer Polimoda, in collaboration with Pitti Immagine and the Museo Salvatore Ferragamo, presented the first Junior Summer Camp on fashion in support of the Fondazione dell’Ospedale Pediatrico Meyer. An educational project for children from eight to twelve years old that aimed to translate their natural interest in fashion into a creative itinerary that stimulates the imagination, manual skills and intercultural exchange. The Junior Summer Camp was held in Florence from July 2-6, 2018, and the proceeds were donated to the Fondazione Meyer, an institution that was set-up to support communication, marketing and fundraising activities for the Meyer, the Children’s Hospital of Florence, a point of reference for pediatrics in Italy.