



P B 89 PITTI IMMAGINE BIMBO

Expresses commitment, creativity and desire for innovation

Once again Pitti Bimbo expressed all the commitment, creativity and desire for innovation of the best international brands dedicated to kidswear and children's lifestyles, as they look with confidence to the next season in a less than dynamic economic phase.

The numbers of foreign buyers at the Fortezza da Basso remained significantly and substantially steady – with increases for United Kingdom, United States, France, South Korea and Ukraine – while Italian attendance was slightly lower. The total number of buyers exceeded 5,100 from almost 80 foreign countries with around 10,000 visitors overall.

“The first thing that struck everyone entering the Pitti Bimbo pavilions,” says Raffaello Napoleone, CEO of Pitti Immagine “Was the quantity and quality of the special projects supporting the collections which had been made available by the exhibitors, of every size and origin: We’ve never had such a varied calendar, a sign of the commitment and the creativity of an industry which, despite an economic situation which is certainly not very dynamic, especially in terms of consumption and commercial exchange, is investing in the brands’ potential, working towards innovating the styles and materials. The fair also confirmed its experimental vocation which, this time, has been expressed through the gentle revolution of the Upper Level of the Main Pavilion dominated by experiential fashion and a strong international dimension on both sides of the market (and the press), from which a large part of its undisputed position of leadership derives.” The final attendance registers the number of buyers to be over 5,100, with international buyers reaching 2,400 at the end of the three days, from almost 80 foreign countries. Overall, the number of visitors once again reached a total of 10,000.

“The data recorded shows a widely predicted reduction in Italian buyer attendance,” states Agostino Poletto, General Manager “amounting to 5-6 per cent, which is more than acceptable considering the domestic economic situation and the transformation of the distribution sector, and demonstrates the substantial and significant steadiness of the foreign figures, with a slight and physiological drop of a couple of percentage points (last June the sign

was positive, the rule of alternation...). But, as always, numbers on their own do not talk – or at least they don’t tell the whole story. For example they do not tell us that there was growth for the markets which are decisive for children’s clothing like United Kingdom, United States and France, whose most important top buyers came along, such as Barneys NY, Bergdorf & Goodman, Childrensalon, Childsplay, Fenwick, Galeries Lafayette, Harrods, Kurt Geiger, Le Bon Marché, Neiman Marcus, Printemps, Selfridges and Smallable, to mention just a few.

Or that the buyers for the big malls arrived from Kuwait and Qatar, regular trading hubs for the Middle East and for western Asia. Or that positive performances were also recorded for high profile markets like Turkey, South Korea and Ukraine. Or that the best Italian and European buyers were all present. It was a shame, however, that Germany experienced a decisive slowdown, as also happened at Pitti Uomo, whilst still remaining at the higher end of the ranking in absolute terms – and it was also a shame that Russia has, so far, been unable to stabilize the recovery of its purchasing power. Basically we will all have to work on it, together.” Leading the ranking of the top 20 markets at the fair was Russia (158 buyers), followed by Spain (150), United Kingdom (128), Germany (108), Turkey (98), Belgium (80), France (73), China (72), Netherlands (61), Ukraine (59), Greece (57), United States (46), South Korea (42), Portugal (36), Kuwait (35), Poland (35), Japan (33), Austria (32), Saudi Arabia (30) and Emirates (30).

We received lots of positive feedback from the press and buyers for the special participations and the debuts at the Fortezza da Basso, and for the program of events which was more packed than ever at this edition, with various rendezvous and catwalk shows in the Fortezza and around the city. These included those staged in the events area of the new The Kid’s Lab on the Top Floor of the Main Pavilion, the special catwalk show of the APARTMENT section – which at this edition celebrated its 10th birthday - and the PITTI Special Click Party at Villa Le Corti in San Casciano.

MANILA GRACE Fashion Show

Manila Grace has joined forces with the Casillo Group to create an exclusive girl line, presented for the first time at Pitti Bimbo 89. The collection is a journey through places, fantasies and suggestions. The Manila Grace girl starts from Italy with a suitcase loaded with scarves and polka dots, makes a stopover in France, on a sunny coast, where casual elegance is a must, flies to America, on the sunny and colourful plains of Coachella and finally lands in the green forests of the Amazon.





Six Portuguese Brands protagonists of the Kids. Modaportugal Fashion Show

Rendezvous with the best brands on the Portuguese fashion scene on 21 June with the Kids. MODAPORTUGAL catwalk show. The event – organized by CENIT, the international division of ANIVEC, the Portuguese Clothing and Apparel Industry Producers' Association that promotes Portuguese fashion and industry on international markets – involves the participation at Pitti Bimbo of 26 companies which displayed their collections at the fair. Six of these were the stars of the fashion show in the Sala della Ronda: Cherry Papaya, Knot, Laranjinha, Patachou, Phi Clothing, and Play Up.



Cherry Papaya

Cherry Papaya Kids is a clothing brand for children aged 3 months to 11 years which was launched in 2014. Every season it creates a story inspired by our kids and their ability to recreate the ordinary in the most pure and astonishing way! These stories are specially told through exclusively designed prints and graphics. Produced and designed in Portugal using premium organic cotton jersey and fleece, soft and delicate materials, and a denim comfort line. For the SS2020 collection, (Re)connect with Nature, nature is the mother, the wisest, kindest mother, it is our oldest provider.. but in our frantic rush for the bright and new we all too often forget about this. This collection is about taking a step back (or forward depending how you look at it), enjoying barefoot walks on the grass, listening to the sound of crickets at night, catching wild berries, breathing and remembering how pure fresh air really feels like, it is about eating real food, taking good care of yourself and others, it is about caring.





Knot

Born in 2008 from a desire to elevate the comfort and style of classic European childrenswear without compromising on quality, Knot makes beautiful children's clothing (0 M to 10 Y) that is functional and creative, while still maintaining a premium European style. Knot is popular for its uncomplicated clothes, sophisticated prints and colours with playful details, and premium natural materials. Each item is thoughtfully designed and lovingly created in Portugal with an unparalleled attention to detail, quality, and safety. Knot's Spring Summer 2020 Collection. Do you remember when you realized that some years had more days than others? When the Earth took 86,400 more seconds to rotate around the sun and you had one more day to play? For the SS20 collection Knot celebrates children's curiosity and ability to learn and capture the magic of life, finding joy and happiness in every moment. This collection is a journey through unforgettable afternoons filled with the smell of the sea, adventures in the pool and fun games with friends.



Laranjinha

Creativity inspires us, tradition keeps us grounded, quality is timeless. Laranjinha has been producing comfortable high quality clothing for babies and children since 1981. Our genuine and unique designs have spanned generations. Soft and natural materials, combined with innovation, are incorporated into four lines, each with distinct characteristics. Our collections are 100 per cent made in Portugal.

Laranjinha's Spring Summer 2020 Collection. This summer with Laranjinha promises to be packed with emotions. Explore faraway places, picnics in the woods, boat rides and freshly picked fruit flavored afternoons. Endless days, with no limits of time, space or opportunities to discover new smells and colours... living unforgettable adventures.

Play Up

Play Up is a baby and children's wear brand from 0 months to 14 years old that is very proud of its strong textile heritage and knowhow. We try to reproduce a time prior to automation and recover the sensory qualities that assign meaning to the experience. We want to be connected and informed but we don't want to renounce the time needed to contemplate and create. The selection of the materials, colours, textures and finishes follows this search for the inner essence of all things and the beauty that exists in the natural, genuine and in the subtle. Play Up's Spring Summer 2020 Collection. Embracing slow manufacturing. Chapter III - Weaving. Continuing the search for the ancestral arts that characterize our cultural heritage that we admire so much, in this collection they launched the third chapter of the collaboration with Portuguese artists and creators.



Phi Clothing

Phi Clothing puts quality and design together to dress unique girls. From newborn to 14 years it presents a fresh and romantic collection with a timeless elegance. This Portuguese brand is proudly produced in Portugal. Phi Clothing's Spring Summer 2020 Collection. The Masaya Collection is a light, fresh and romantic selection. Where quality and design are taken to a higher level. Aiming to strengthen our international position, this is Phi Clothing's most diversified and complete collection.

Apartment: Collections with a sophisticated and exclusive attitude

In the Lyceum, with a fairy-tale/surreal concept by Ilaria Marelli, one of Italy's most established and award-winning architects and set designers, a special selection of brands that have made exclusivity their key element were showcased. The protagonists of Apartment are sophisticated and original collections with a sartorial attitude and a strong identity, destined for high range boutiques. The creativity of the brands in Apartment were also valorized by the special catwalk show in the Sala della Ronda, organised and promoted by Pitti Immagine. Here are some of the names that will be presenting their collections at the Lyceum: Aisabobo, Anja Schwerbrock, Jessie and James London, Michaela Buerger, The Middle Daughter e Tia Cibani Kids.

Amelie et Sophie



Michaela Buerger





Pero



Piccola Ludo



Velveteen