



## PITTI BIMBO 88

# Concrete approach & sensitivity to market demands



The 88th edition of Pitti Bimbo (Florence, 17-19 January 2019) ended in a general atmosphere of satisfaction and very concrete contacts among the stands of the protagonist companies in the Fortezza da Basso. The most important international and Italian kids' fashion buyers came to the fair, curious to discover the new ideas presented by the 564 protagonist brands attending this edition, intercepting all the latest trends and the future evolutions of the sector.

"The results for these three days went beyond our expectations," says the CEO of Pitti Immagine, Raffaello Napoleone, "With comments gathered among the stands that unanimously refer to the great work carried out by the exhibiting companies: In the editing of the collections, the research into styles that are modern and functional in terms of the new ecological and social sensitivities, the commitment to maintaining both quality and price and the ability to move around an international market that is interminably changing and transforming itself. These are all qualities that our sales team has managed to highlight through the careful segmentation of the fair according to typology and merchandising category, together with the revamping of the physical spaces. This is the best possible response to a climate that, particularly in recent months, has grown darker, with a series of downward forecasts regarding growth, consumption and trade. While the data we are collecting regarding a drop in Italian buyers was expected, the performance and confirmation witnessed with regard to the international scenario represent a really important sign at this time. It is additional corroboration of the worldwide leadership of this fair in the world of children's fashion and the most contemporary lifestyles."

At the end of the three days of the fair more than 6,400 buyers had attended overall (of these, a total of almost 2,450 were foreign buyers) – with the total number of visitors reaching the 10,000 mark. Let's look at the results for the top 8 markets present at Pitti Bimbo: Spain, in first place in terms of the number of buyers, registers a rise in attendance (+7 per cent); the same is also true for buyers from Greece (+20 per cent); France and United Kingdom, not withstanding the specific difficulties both countries are experiencing, surprisingly confirm the high levels achieved by their buyers at the last winter edition; the situation is the same for Turkey, another significant market for kids' fashion; there is a slight drop for Germany, while more consistent falls were expected in the numbers for Russia (-14 per cent) and Ukraine (-9 per cent), where the situation of the domestic economy and the geopolitical scenario have worsened in recent months. Moving on with the ranking: China, Japan and United States maintain the results of the sales outlets achieved at the last few editions; and there was a satisfying increase for other important markets like Belgium (+20 per cent), Poland (+5 per cent) and Saudi Arabia. With regard to Italy, the attendance figures registered are showing a drop of around 9 per cent.

The ranking of the fair's top 16 reference markets saw Spain in the lead (217 buyers), followed by Russia (216), United Kingdom (173), Germany (135), Turkey (103), Ukraine (92), Greece (83), France (79), Netherlands (75), China (70), Belgium (62), Japan (49), Switzerland (46), Poland (41), Korea (41) and United States (40).

There was also huge attention and lots of positive feedback from the buyers and press for the special participations and debuts at the Fortezza da Basso, and for the program of events at this edition both organized by Pitti Immagine and by the exhibitors at the Fortezza da Basso and in Florence.



Last but not least, great participation to the "Kids Labs" a programme dedicated to kids and families launched by Pitti Immagine at this edition of the fair, in collaboration with some of the city's most important museums - Palazzo Strozzi, Museo Marino Marini, Uffizi and Museodella Moda e del Costume, Fondazione Scienza e Tecnica and Museo degli Innocenti: All the workshops were "sold out" with a great feedback by the participants.

## THE FASHION SHOW BY IL GUFO

With a special event at the Stazione Leopolda on January 17, Il Gufo presented its AW 2019 collection on the occasion of Pitti Bimbo.





## From Spain, To the World

Bright, colourful and extravagant: Over the last few years, the warmth of Spanish style has helped transform ideas about childrens wear. And Pitti Bimbo continued to follow its evolution through the big “Children's Fashion from Spain” show. The brands who took part in the show, included Abel & lula, Agatha Riuz De La Prada, Amaya, Boboli, Mayoral, Tartaleta and Tuc Tuc, to mention only a few. The leitmotif of the fashion show this year was travel. The collections were parade along the catwalk like the protagonists of an adventure story, that began on the asphalt of a large city, in an urban, cosmopolitan setting, where time moves at a fast pace: It's an explosion of talent and creativity, with graphics and prints, Scottish tartans, herringbone wool and shaggy fur fabrics, sophisticated lacework, and gemstone appliqué and transparencies for party evenings. The fashion show this year, organised by ICEX-Espana Exportacion e Inversiones together with the Department of Trade and Commerce of the Spanish Embassy in Milan, was preceded by significant business results. As ASEPRI, the main Spanish association for the children's fashion and childcare sector, points out, the sector saw sales of 1,228,000,000 euros in 2017. In the same year, the international markets accounted for 54 per cent of sales, with a total of 665,000,000 euros, an increase of 5.7 per cent compared to 2016.





## Creativity on Stage. The Kidzfizz Catwalk Show

Kidz FIZZ, one of the best-loved sections of Pitti Bimbo, is the concept lab that brought together the most creative collections by brands that experimented with shapes, materials and presentation styles. The fashion show held in the Saladella Ronda, therefore, be a concentrate of innovation expressed in shapes, colors and garments designed for the childrens wear world. The brands that took part in the catwalk show were: Alitsa, Carbon Soldier, Infantium Victoria, Ledum, Lorsobruno, Mosque, Unlabel Kids.







## Stefania Fashion Show: Looks for Growing Girls

Rock, preppy, girly, new romantic... There are many adjectives suited to the new autumn- winter collection that Stefania Pinyagina presented at Pitti with a fashion show in the Saladella Ronda that promises to be a feast for the eyes. Sixteen lines, each with its own theme, to meet the needs and contemporary tastes of mums and young girls, without sacrificing a touch of romanticism and practicality. This year, the brand has decided to focus on warm colours, such as burgundy and grey. We find them in the chic looks, to celebrate their unique nature and elegance, and in the active ones, to enhance their spontaneity. There will be no lack of pop outfits, making use of the brightest colours of the scale, pairing green and yellow, pink and blue in mini dresses and comfy tracksuits: An ode to joy as only children know how to sing. Amongst the prints, floral is an indispensable element for a British touch, to which the most beloved of pets, the cat, is added. For older girls, sporty, chic and sophisticated lines with ruching and animal print touches.

