



PRESS

PITTI IMMAGINE BIMBO

AND THE SUCCESS OF PITTI IMMAGINE BIMBO KEEPS ON GROWING FOREIGN BUYER ATTENDANCE UP 15% AND ITALIAN TURNOUT HOLDS ITS OWN AT THE 57TH EDITION

The 57th edition of Pitti Immagine Bimbo (Florence, Fortezza da Basso, 27 – 29 June 2003) closed with a 15% increase in the number of foreign buyers over the same period of last year (3.132 versus 2.716 for June 2002), while the number of Italian buyers remained essentially unchanged (4.679 vs. 4.710). The final attendance figure was 7.811 buyers, and over 40% were from abroad. The summer editions of Pitti Bimbo have steadily enjoyed increased attendance since 1999: a great success for an event which, over the years, has become the prime reference for children's fashions. And thanks to these results it is continuing to strengthen its international leadership.

The numbers reveal the event's health and it is further confirmed by the operators. They expressed their satisfaction with the show's broad offering that is selected on the basis of quality and sophistication, the segmentation of brands in clear and recognizable sections and the communications and marketing programs. And the runway shows at the Fortezza da Basso, with their proven and always updated formula, continue to be spectacular events that are resounding successes with the audience and the critics.

Notwithstanding the weak economic and business situation, consumer spending at a standstill and the international political situation, Pitti Bimbo keeps on growing. The leaders in the foreign country rankings are: Spain (319 buyers versus 263 in June 2002), Greece (295 vs. 309), Germany (267 vs. 214), Great Britain (247 vs. 159), France (221 vs. 190), Turkey (113 vs. 77), United States (107 vs. 138), Belgium (106 vs. 85), Switzerland (104 vs. 77), Japan (99 vs. 96). Eastern Europe also performed well, with Russia and Poland doubling their attendance figures (65 vs. 32 and 42 vs. 23, respectively); the Arab countries such as Saudi Arabia (83 vs. 61), Syria (41 vs. 33), and the Arab Emirates (24 vs. 17) also did well. And finally, we must mention the positive results for Holland (98 vs. 75), Croatia (26 vs. 18), Ireland (30 vs. 17), Australia (26 vs. 13), Cyprus (47 vs. 36) and Hungary (33 vs. 20).

Among the Italian regions, Tuscany is in the lead, in spite of a small decrease (664 vs. 679), and it is followed by Lombardy (632 vs. 619), Veneto (492 vs. 485), Campania (483 vs. 462), and Emilia Romagna (425 vs. 437). The lower turnout from Puglia and Liguria was offset by increases from Piedmont, the Marches and Lazio.

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