



PRESS

PITTI IMMAGINE BIMBO

PITTI IMMAGINE BIMBO N. 56

17-19 January 2003

Florence, Fortezza da Basso

The **world preview** of the **2003/2004 Fall-Winter** collections of clothing and accessories for children and young teens (0 to 18), maternity wear and childcare products.

Organized by: Pitti Immagine

Sponsored by: Centro di Firenze per la Moda Italiana

The big international names, the fashion shows, and events, constant research on style – or rather styles – for the *under 18* set are the ingredients that make Pitti Immagine Bimbo the international reference exhibition for the industry. It has a huge drawing power as proven by the more than 70 applications, important “new arrivals” and the strong demand to participate in the runway shows on the part of the manufacturers who select Florence as the sounding board for their most important communications-advertising programs.

The exhibition

The big name designers' offerings; the classics, active wear and small “niche” collections with strong character - different concepts that find the ideal exhibition solutions and spaces and the right amount of differentiation - here at Pitti Immagine Bimbo. It is a formula that is being confirmed and strengthened at this 56th edition, that is segmented for better identification of the show's various sections:

Pitti Bimbo - the big names in international fashion, the designer collections and “signatures”.

Sport Generation - jeans and active wear

New View - advanced and individualistic design research (a section with a strong identity that is becoming stronger – even in statistical terms – a true show within the show)

Kids' Design - shelf-items and furnishings for the littlest ones.

The figures

271 companies

379 brands

139 of which (36.7% of the total) are from abroad:

Australia (1)

Austria (4)

Belgium (14)

Denmark (1)

France (47)

Germany (17)

Great Britain (11)

Holland (9)

Japan (2)

Portugal (3)

Spain (19)

U.S.A. (11)

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There will be **43** new names with respect to the last edition of the show and these include: **Adidas, Balducci per Ferrari, Ice Ice Baby Iceberg, Jacadi, Joop Kids, Kidorable, Nolita Pocket, Patrizia Shelabarger for Theatre de la Mode Junior, Roberto Cavalli Devils, The Bulldog Amsterdam.**

The big returns include **Chicco**. This brand, manufactured by Artsana one of Italy's - and the world's - leader in childcare products, is dedicated to infants, young children and future moms.

Pitti Immagine Bimbo is also becoming more of a showcase for events: runway shows, presentations and entertainment. It is a more complete way of communicating and one that arouses increasing interest among exhibitors and buyers alike.

The Fashion Shows Here is the runway show calendar for Pitti Immagine Bimbo 56:

Friday 17 January	11:00 a.m., Sala della Ronda: Ice Ice Baby - Iceberg 1:00 p.m., Teatrino Lorenese: Agatha Ruiz de la Prada 3:30 p.m., Sala della Ronda: Diesel 6:00 p.m., Armeria: Replay & Sons
Saturday 18 January	9:30 a.m., Teatrino Lorenese: Miss Blumarine – Ki-6? - Parrot 11:00 a.m., Sala della Ronda: I Pinco Pallino Imelde & Stefano Cavalleri 1:00 p.m., Teatrino Lorenese: Brums/MeK 3:30 p.m., Sala della Ronda: Roberto Cavalli Angels – Roberto Cavalli Devils (prod. and distr. by Simonetta) 6:00 p.m., Sala della Ronda: Laura Biagiotti Dolls

The events

The highlights of the special events at this edition of the show include: a major donation to the Florence children's hospital, Ospedale Pediatrico Meyer, by *Simonetta* (Friday, 17 January at 5:00 p.m. in the Giardino del Glicine) and the kickoff of the "Regala un sorriso", [Give the Gift of a Smile] campaign created by the weekly magazine *Donna Moderna*.

Plus, on the occasion of Pitti Immagine Bimbo, the exhibition entitled *The Fourth Sex. Adolescent Extremes*, featured at the Stazione Leopolda, will extend its hours to 8:00 p.m. on Friday and Saturday, 17-18 January.

Florence, 17 January 2003