



# PRESS

## PITTI IMMAGINE BIMBO

### **PITTI IMMAGINE BIMBO N. 57**

**27-29 June 2003**

Florence, Fortezza da Basso

The **international preview** of the **2004 Spring-Summer** collections of clothing and accessories for children and youngsters from 0 to 18, maternity wear and child-care products.

Organized by: Pitti Immagine

Sponsored by: Centro di Firenze per la Moda Italiana

#### **The last edition**

Last January 9.723 buyers came to Pitti Immagine Bimbo. It was an absolute record with an 11.3% increase over the previous year. Then, if we take only the foreign visitors into account, the percentage rises to 16.2% meaning that one out of every three buyers was not Italian. And they came from more than 90 countries. There are more salient figures: 9 runway shows on the calendar; 397 collections shown at the fair with – again – a significant foreign presence that came to 36.7% (the applications from “new” exhibitors touched 50%).

#### **The exhibition**

The success is due, first of all, to our quest for exceptional quality and image. It also comes from an original and innovative trade fair concept based on a broad merchandise offer (from classic to avant-garde fashions, from clothing to accessories), and an openness towards dialogue with other industries, communications and study. These features make Pitti Immagine Bimbo an extraordinarily “visible” event – the opportunity that the industry’s major firms, from all over the world seize, to meet each other and their audience – an opportunity that also offers a calendar filled with exhibitions, special events and fashion shows.

There are four sections, each with a specific, “custom tailored” setting to embrace the various aspects of under 18 fashions: classic, designer wear, jeans and activewear and the sophisticated, nonconformist creativity of the niche collections.

*Pitti Bimbo* - the big names in international fashions, the designer collections, the “signatures”

*Sport Generation* - jeans and activewear

*New View* - forward-looking design research

*Kids' Design* - shelf-items and furnishing

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## The numbers

**287 companies**

**402 brands**

of which **161 (40% of the total)** are from the following countries:

<b>Australia (2)</b>	<b>France (47)</b>	<b>Portugal (3)</b>
<b>Austria (4)</b>	<b>Germany (18)</b>	<b>Spain (22)</b>
<b>Belgium (16)</b>	<b>Great Britain (13)</b>	<b>Sweden (1)</b>
<b>Denmark (2)</b>	<b>Holland (15)</b>	<b>U.S.A. (18)</b>

**55** new names with respect to the past edition including: **Bill Tornade, Calvin Klein Kids, Chipie Shoes, Donaldson, Elvstrom, I Pinco Pallino Baby, New Balance, Patty Shelabarger, Peter Hadley, Pringle Scotland, Replay & Sons Baby, Sonia Rykiel Enfant, Ter et Bantine, Teva, Trussardi Baby-Junior.**

Among the companies that are returning to the show we absolutely have to mention the *C.W.F.* group, one of the industry's leading names with its Burberry, DKNY-Donna Karan, Elle, Kenzo, Nike and Timberland brands.

## The fashion shows

Pitti Immagine Bimbo is also synonymous with individual runway shows that offer the companies spectacular communications opportunities. This formula has proved so attractive to trade professionals that there is a strong – and constantly growing – demand among exhibitors to be included in the fashion show calendar.

Here is the runway show calendar:

### Friday 27 June

11:00 a.m. – Sala della Ronda **Guess Kids**

1:00 p.m. – Teatrino Lorenese **Everlast U.S.A.**

3:30 p.m. – Sala della Ronda **Laura Biagiotti Dolls**

### Saturday 28 June

9:30 a.m. – Teatrino Lorenese **Patty Shelabarger**

11:00 a.m. – Sala della Ronda **Miss Blumarine** prod. and distr. by Spazio Blu

1:00 p.m. – Teatrino Lorenese **Agatha Ruiz de la Prada**

## The events

*Vogue Bambini* is turning thirty – an important birthday that must be celebrated with a big event. “*Facce da Bambini*” (Children's Faces) is the title of a traveling photography exhibition that will make its Italian debut in Florence in the spectacular Palazzo Strozzi. The one hundred fifty portraits by some of the greatest photographers of our times include a special section dedicated to pictures from news events and the stark realities of children's lives. The exhibition's opening will be celebrated with a dinner in the Giardino Corsini. Some of the pictures will be on sale and the proceeds will be donated to Child Priority, an association (founded and governed by Edizioni Condé Nast) that offers scholarships to deserving, talented Italian children from needy families.