



PRESS

PITTI IMMAGINE BIMBO

TRENDS

**new
view**



(Hall M, Main Pavilion – Lower Level)

Individualism, a taste for originality in clothing (New View) and accessories (Kids Design): collections for a demanding and non-conformist niche market.

Clothing

Apparel and accessories for kids who love being a little “out of the ordinary”: essential, avant-garde lines (without exaggerating: after all, we’re kids!); high-profile personality in style research. An explosion of forms, motifs, and colors: the ideal for a fun-oriented approach to the vacation season.

Design

Objects for everyday use, but also decorating complements: a world custom-tailored for kids, reflecting a child’s poetic, play-oriented imagination, where everything is colored and soft and designed to be useful (for the big people) but also for playing. From traditional expressions to contemporary design.

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Concepts	<p>The vintage look as an inexhaustible source: Sixties' and Seventies' atmospheres</p> <p>Music as a life-style</p> <p>Minimalism in forms and motifs: a natural choice</p> <p>Everyday basics revised by imagination and poetry</p> <p>Imagining vacation-time: the country, the seaside, the animals that live there</p>
Forms	<p>Plain, essential forms</p> <p>Painting smocks</p> <p>Polo shirts</p> <p>Vests</p> <p>Shaped knitwear</p> <p>Bermudas</p> <p>Long or three-quarters pants, often with amusing details</p> <p>Overalls and romper suits for the littlest</p>
Materials	<p>Cotton, in all weights</p> <p>Cotton/cashmere</p> <p>Silk/cashmere</p> <p>Soy fiber, light and with a soft feel</p> <p>Stretch canvas</p> <p>Light or coarsely-woven linen</p> <p>Plush</p> <p>Slightly elasticized jersey</p> <p>Very light pile</p>
Colors	<p>White, red, blue</p> <p>The pastel: light blue, pink, pale yellow, light green, lavender</p> <p>Lime green, mint green, olive green</p> <p>Pink</p> <p>Dark brown</p> <p>Cold beige, mud</p> <p>Piece-dyed garments</p> <p>Liberty floral motifs</p> <p>Vichy checks</p> <p>Dots</p> <p>Graphics, jacquard patterns, embroideries: circles, flowers, animals, words</p> <p>Appliqués of small enameled cameos, shells, cloth flowers</p>

**Accessories**

Hats that are almost toys: amusing, brightly-colored, with lots of details

“Gym” footwear: rubber soles, fabric uppers, with laces

“A Thousand and One” silk slippers

Shelf Items and More Ceramic breakfast sets (cup and plate) with hand-painted names, with initials, or with watercolor teddy bears or butterflies

Cardboard and grosgrain boxes for pacifiers

Bathrobes with no seams inside, for maximum comfort

Bed linens in the softest piquet or with Vichy checks

Huge stuffed fabric shapes to use as giant supersoft toys