



TRADE SHOWS

Pitti Bimbo

FIONA COLEMAN AND ALLISON GOODFELLOW, WGSN 03.02.09

Autumn/winter 2009/10, January 22-24 2009, Florence, Italy

Overview

In the current climate of economic uncertainty, childrenswear seems to be one area that is expanding. Pitti Bimbo showed confidence in the launch of a new area, and in increasing the number of runway shows in Florence. WGSN reports.



Pitti Bimbo

Raffaello Napoleone, the Pitti Immagine CEO, stated: "It was an edition filled with **creative and business energy**... thanks to the quality of the collections, the fair design, the precise segmentation of the merchandise offer and the latest addition, the highly-applauded Apartment."

Decreases in foreign buyers were more than expected, especially from countries like **Spain, Greece, the US and UK**, where the economic crisis is more strongly felt.

The organisers stood by their decision to move the fair forward by one day. "The decision certainly penalised the smaller Italian stores," says Raffaello, "but we are convinced that holding the fair from Thursday to Saturday **is more functional and necessary for the exhibitors.**"



Miss Blumarine

Diesel Kids

Replay & Sons

Fact file

- 12,600 visitors with over 8,600 buyers, a significant increase from Jan 2008 (10,084 visitors).
- The 68th edition of Pitti Bimbo added a new section, Apartment.
- The number of runway shows increased to 13.
- With Italian buyers decreasing slightly, the increase came from abroad. Significant new markets being Brazil (buyers doubled), Arab Emirates (+13%), Poland (+33%), Czech Republic (+39%), Syria (+76%), New Zealand and North Africa.

Foreign buyer stats in order of attendance:

- Spain (288)
- Germany (268)
- France (214)
- Russia (175)
- Holland (154)
- Greece (150)
- UK (133)
- Belgium (116)
- Japan (87)
- Syria (76)
- Turkey (63)
- Switzerland (62)
- Poland (60)
- Portugal (53)
- Austria (48)
- South Korea (48)
- United States (45)
- Israel (43)

Contact

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Next show dates

Spring/summer 2010
 June 25-27 2009



Elsy

Nolita Pocket

Winx Club

A record number of 13 brands took part in the runway shows across the three days of Pitti Bimbo.

Miss Blumarine kicked-off the schedule showing a true **Italian luxe sports** collection that set the tone as **one of the main seasonal trends**.

Boyswear was for once well represented. Eagerly anticipated was the **return to the catwalks of jeanswear brands Diesel and Replay & Sons**, after the absence of several seasons. Both didn't disappoint and showed strong collections for both boys and girls.

Also new was Italian brand Elsy, showing a collection of girlswear that explored the contrasting cities of Paris, London and Moscow.

Another of our favourite shows for girls was **Nolita Pocket**, again with **a Russian theme**: an eclectic mix of pattern and rich embroidery. Fur accessories - hats, snow boots and muffs - completed the look.

Licensed character brand Winx Club presented a good commercial collection, including themes such as Western, City Girl and **In Concert**.



Apartment

The Kitchen-Caramel Baby & Child

New this season was **Apartment**, a special section dedicated to **brands characterised by innovation and a high market level**.

Pitti collaborated closely with the 14 brands invited to exhibit, especially on the look and feel of the rooms. Located in the Lyceum building at the show entrance, there was guaranteed to be a lot of footfall.



Anne Valerie Hash

Aglini

Alberto Fasciani

Music, a theme explored by several brands at Pitti including John Galliano, Victoria Couture by Hello Kitty and Winx Club, was the main focus this season for **Replay & Sons** which held a **multimedia event at Stazione Leopolda on Thursday evening**.

This was the visual and musical culmination of a project where a group of children were given free reign to style and wear its new autumn/winter 2009/10 collection themselves - then play a selection of instruments however they liked.

Respected Italian musician Maz Gazze was invited to work with and develop the project, playing live to the backdrop of the children's recordings.

Replay & Son's message was "look to children once more so that through clothes they can express themselves freely and be recognised for their extraordinary qualities."



Replay & Sons

Publishers RCS launched its new quarterly magazine Style Piccoli, dedicated to the world of parents and children.

To celebrate it collaborated with Pitti on an exhibition of historical original illustrations from the Corriere dei Piccoli children's comic, which celebrates its 100th anniversary in 2009.



Style Piccoli

John Galliano Kids

Stone Island Junior

Helped by the presence of Replay & Sons and Diesel Kids, boys' collections were particularly strong.

Galliano Kids showed a **great follow-up to its spring/summer 2009 Pitti launch**. There were also good ranges by Stone Island Junior and Moncler featuring outerwear, both showed innovation - Stone Island for **materials** and Moncler for **silhouette**.

Among the numerous new exhibitors, **WGSN favourites were Little Paul & Joe and Ballantyne**.

Little Paul & Joe was showing its sophisticated yet quirky collection for the first time at Pitti. Ballantyne, a true heritage brand born in 1921, was launching a new kidswear collection. Key features were strong outerwear and colour directions as well as **iconic knitwear for which the brand is known**.

Italian brand **Silvian Heach**, known for its womenswear, launched its childrenswear collection with ranges for baby, boys and girls and a great space with a gardening theme.



Moncler



Silvian Heach



Little Paul & Joe



Ballantyne



Daido



Norma B



Diesel Footwear



Diadora Heritage

Heritage and 100%-made-in-Italy were noticeable. Many brands chose to highlight their history and authenticity, while others the fact that their collections **are made locally by skilled artisans**.

A good season for footwear brands, Diesel Kids chose to show only its expanded footwear range on its stand. Tough looks for boys and ultra-feminine for girls mirrored the clothing collection.

Bumper, a WGSN favourite, showed some key trends for hiking boots: sheepskin for girls and retro high tops. Diadora Heritage launched mini

versions of its classic adult sportswear collection in identical colours and finishes.



Diesel Kids



Daido



I Pinco Pallino



Husky



Nolita Pocket



Elsy

There was definitely a consensus when it came to trends. Nearly every brand showed one if not all of the following key colours: **grey marl, green, purple and yellow**. Forest green and purple were by far the most well represented colours at the show.

Tartan appeared in most collections and fur, both fake and real, was used as trim on outerwear and all-over on jackets and accessories.

Themes for girls included **Russian** for print and pattern, while a smarter look teamed key items shirts, waistcoats and blazers with denim.

In contrast there was a tougher edge with **biker for both boys and girls** and mechanic themes for boys.

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