



## Pitti Bimbo January 18 – 20, 2018

Pitti Bimbo, the international junior fashion and accessories exhibition, is held in January and June at the ancient and splendid Fortezza da Basso fortress in Central Florence. Commissioned by Alessandro de' Medici, the first Duke of Florence, the Fortezza was built between 1534 and 1536. Strategically located in the historic city centre, near the Santa Maria Novella main railway station, the original buildings have been sympathetically restored, new pavilions have been added in recent years, and it is now the principal congress and exhibition venue for Florence and Central Italy – see <http://www.firenzefiera.it/en/our-venues/fortezza-da-basso>

For the first time in many years UKFT had Tradeshow Access Programme (TAP) grants (See Note <sup>1</sup> below) from the DiT (Department for International Trade) for eligible (see Note <sup>2</sup> below) UK designers and brands exhibiting at Pitti Bimbo. 18 UK designers and brands were approved for TAP grants.

It's a really international show in terms of buyers: 6780 buyers from stores, shops, boutiques and online stores all over the world attended the January 2018 edition (the 86<sup>th</sup>), and buyer numbers were up by a pleasing +2.5%.

2450 buyers were from outside Italy, the largest number of non-Italian buyers was from Russia, followed by Ukraine (+9%), USA (+18%), Spain (+11%), UK (+2%), Germany (+2%), Japan (+12%), Brazil and Turkey. Buyer numbers for the Netherlands, South Korea and Greece were stable, but there was a drop in the number of buyers from France and China.

In total there were 578 exhibitors. Again a very international crowd...231 from Italy, the other larger groups were from Spain (55), from France (45), there were 34 designers and brands from the UK, and 25 from the Netherlands.

Pitti Bimbo is spread over several halls and buildings on the exhibition site, and this season there were also 40 exclusive individual private show rooms and chalets within the exhibition grounds in which large brands staged their own mini-exhibitions.

The merchandise sectors this season were:

Pitti Bimbo: – Central Pavilion, Lower Floor:

Prestigious international brands such as Aigner, Colmar Originals, Derhy Kids, John Richmond Junior, Kissy Kissy, Michael Kors, Petit Bateau, Pretty Ballerinas (UK), Yves Salomon Enfant, Sophia Webster (UK designer, first time exhibitor).

Pitti Bimbo: – Fashion at Work - Central Pavilion, Ground Floor:

Internationally known childrenswear brands and marques e.g.: David Charles (UK), Ferrari, Fiat 500, Special Day, Ikks Junior, Byblos, Tartine et Chocolat, Disney Boutique Collection (UK), DKNY

Apartment - Lyceum

Luxury contemporary tailoring for exclusive boutiques). Brands e.g.: Grevi, Hucklebones (UK), Jessie and James London (UK), Miss L. Ray (UK), Owa Yurika (UK), Raspberry Plum Ltd (UK), Belle Enfant

KidzFIZZ: - Medici & Archivi



The Pitti Bimbo concept lab for the most creative collections e.g. Arsene et les Pipilettes, The Bonnie Mob (UK), Frugi (UK), Holly Hastie (UK), Joshua Sanders, Mini Rodini, Mum of Six, Nibbling (UK), Oh Baby!, Oh My Kidswear (UK), Smalls (UK), Pebble, Tobias & the Bear (UK).

Fancy Room: – Central Pavilion Lower Floor

100% Lifestyle design and accessories, from gadgets to technology. Brands e.g. Aden & Anais (UK), Cute Cute (UK), Hats over Heels, Illytrilly, (UK), Reisenethel, Sigkid.

The Nest: – Central Pavilion Lower Floor

Small independent brands and up and coming collections. Brands such as Mimi & Lula (UK), Wonderers (UK), Kiboro, Small Stories (UK), Zac & Kids.

Ecoethic: – Central Pavilion Ground Floor

A small selection of ethical and responsible kidswear brands such as Airwool, Naturapura, Bebe Bombom (UK)

#ACTIVELAB: Various locations:

The new section connecting the universes of sport and street

Kid's Evolution hall: brands eg Barn of Monkeys, Loud Apparel (UK) , Tom Joule (UK), How to Kiss a Frog Stockholm

Sport Generation: Cavaniglia Pavilion - Brands eg Chipie Shoes, Fabric Flavours (UK) , Sunuva (UK) Naf Naf, Moschino Baby Kid Teen Shoes, Sergio Tacchini, Emu Australia

Superstreet – denim, street and urbanwear Brands: Blue Seven, Boy London (UK), Guess Kids, Petrol Industries, Ocra, Someone Kids, Desigual, Happiness

Pitti Bimbo Editorials – two large walls on the Lower Level of the Main Pavilion showcasing a sophisticated selection of special objects:

- Lost in Space: brands eg Logitech, Monkey Business, Pucker, Little Unicorn, Meri Meri
- Dream Mountain: brands eg Atomic Soda, Kikkerland, Lapin & Me (UK), The Daydreamer Studio

Nice Licensing: Central Pavilion

This is a new section, in collaboration with the Bologna Licensing Fair, entirely devoted to the fast growing world of licensing in the childrenswear industry. Brands included: Barbie, Betty Boop, National Geographich, Smiley Original.

The show is child-friendly (children under 12 are not allowed on-site, but instead there is a nursery and children's play area), and traveller-friendly (a capacious baggage store and cloakroom make it easy for buyers to get to work as soon as they arrive at the show, and there is considerable free parking for buyers).

Pitti Bimbo 86 was a very successful event for most of the British exhibitors, many of whom were there for the first time. It is extremely important for an exhibitor not to rely solely on Pitti's efforts and international reputation to attract buyers to the show, but to make efforts themselves to let buyers know that they will be at the exhibition. Formal invitations are not expected these days, but interesting and thoughtful emails building up to the show, starting off with news of a general



location and building up to a stand number (including embedded thumbnail images) really encourage buyers to visit a specific stand.

What did a selection of the Brits think of the show?

“As we have never done anything like this before, it was great to experience! We found that there were lots of European retailers that we would not have been able to reach without showing at Pitti Bimbo. We have definitely learnt things that we need for next time, such as multi-lingual sales associates! Thanks again to UKFT for your support!” **Katie Walker, Wholesale Executive, Sophia Webster.**

“Last season was the first time that we showed at Pitti Bimbo, and we were impressed. It’s a show on a grand scale, with big production values, but it isn’t so huge that smaller brands are lost – this time we picked up some new accounts, and were happy with the visitors to the stand. Buyers are of a good calibre, and quite international. The only downside is how early it is in the calendar – this is particularly marked in January, post-Christmas, when the deadline for samples is affected by factory shutdowns, leaving very little margin for effort”. A UK childrenswear collection.

**Ana Konder of UK brand BANDITS** said, “It was our first time exhibiting at Pitti Bimbo, and we were delighted with the results. Buyers from every major retailer were there, and we managed to expand our reach worldwide. We’ll definitely be back. Many thanks also for the UKFT support, which makes a huge difference to us.”

**Magda Haroon of accessories brand Cute Cute** commented, “Pitti Bimbo was very busy this season. We had a lot of our regular clients coming back and placing orders with us, also many new clients from all over the world. We felt that there were many more Italian buyers compared to last season. Overall, I think this trade show is the most vibrant and interesting of all we have been to. Thank you.”

“Pitti Bimbo was great! We were very busy on the stand, and we wrote some new orders from countries that we do not have a presence in. Hopefully we will get more orders after the show from other contacts that we made there. All in all, very successful” said **Keely Deininger, Director, Angel’s Face.**

“We’ve been at Pitti Bimbo for 3 years now, and every year has become more interesting for us. This year we were approached by new buyers, and every season without fail we get new sales through this show. For us at Owa Yurika, Pitti Bimbo is the most important trade fair of the year; this is due to the exhibition space itself – they provide us with a booth big enough to express our brand identity through the use of colour (and with the furniture they provide), but the main reason is the busy footfall which we have noticed increases each year. Overall I can say that it is definitely worthwhile for us to participate, and we are very honoured to be supported by UKFT”, says **Owa Yurika.**

The Brits in Florence group of 34 companies was promoted by UKFT through targeted mailings of the exhibitor list, see

[http://www.ukft.org/documents/about/brits\\_around/Brits%20at%20Pitti%20Bimbo%20Jan%202018.pdf](http://www.ukft.org/documents/about/brits_around/Brits%20at%20Pitti%20Bimbo%20Jan%202018.pdf) and the production of the Brits in Florence Pitti Bimbo video of images from the participating companies which can be seen at

[http://www.ukft.org/brits\\_around\\_the\\_world.php?page=about&psub=brits](http://www.ukft.org/brits_around_the_world.php?page=about&psub=brits)



Dates for the next event: 21 – 23 June 2018 at the Fortezza da Basso

To apply for a stand, companies must apply direct to the Pitti Bimbo organisers. Our contact is Tiziana Bellandi email [tiziana.bellandi@pittiimmagine.com](mailto:tiziana.bellandi@pittiimmagine.com) [www.pittimmagine.com](http://www.pittimmagine.com) Tel: + 39 055 369 224.

Competition for certain areas is stiff, and not every company which applies is accepted to show. For notes on how the Pitti Bimbo show and the application process works, please email Laurian Davies [Laurian.davies@ukft.org](mailto:Laurian.davies@ukft.org) or call 020 7843 9460.

To apply for a TAP grant for Pitti Bimbo, please email Laurian Davies for the grant application forms [Laurian.davies@ukft.org](mailto:Laurian.davies@ukft.org) . This must be done well in advance of the exhibition.

Notes:

<sup>1</sup> The DIT TAP grant for this exhibition was £1200 per company, payable as a reimbursement on proof of payment after the event. TAP grants are available through UKFT, and applications should be made as soon as a company begins the process of applying for a stand.

<sup>2</sup> TAP grants are available to SMEs. The DIT Definition of an SME:

Small or Medium Sized Enterprise:-

a) Has fewer than 250 employees

b) Has an annual turnover not exceeding 50m Euros, or an annual balance sheet total not exceeding 43m Euros

NB. DiT reserves the right to review the eligibility of businesses that are distinct and independently operated, but are part of or owned by an organisation itself larger than an SME.

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