



PITTI IMMAGINE

**From July 16th to October 9th 2020
the new Pitti Immagine website hosts
PITTI CONNECT:
the digital platform presenting
the summer edition of Pitti Bimbo 91**

**An editorial look
full of content, special projects, conversations and fashion feed
to give to the exhibitors an original and exciting opportunity
to show the new collections,
with advanced networking tools and marketplaces.**

“The doors of Pitti Connect opened on Thursday 16 July”, says *Agostino Poletto, General Manager of Pitti Immagine*. “After months of hard work, we are presenting ourselves to the international fashion audience with a new online face. Until October 30th our special fairs are online, with the summer collections of brands and exhibiting companies, to date about 400 between Pitti Uomo, Bimbo and Filati - featuring key names on the international fashion scene - and with a program of digital projects to discover new points of view, to analyze and be inspired. We were looking for immediate solutions, we found long term opportunities: Pitti Connect has led to a great acceleration in the technological and virtual fields for our fairs and concretely represents the element of continuity that will carry us towards January 2021 when the physical and digital fairs will become completely integrated.”

“Pitti Connect will also have an **editorial format that is rich in content and special events**” **adds *Lapo Cianchi, Pitti Immagine’s Communication & Special Events Director***, which will render the atmosphere of the real fairs in the digital sphere, involving leading figures in fashion, artists and key people on the current cultural scene. A multi-faceted web magazine that we have rechristened **THE BILLBOARD**”.

Here is the opening calendar of the Pitti events on Pitti Connect:

Pitti Uomo 98: July 16 - October 9, 2020

Pitti Bimbo 91: July 16 - October 9, 2020

Pitti Filati 87: July 16 - October 30, 2020

Pitti Fragranze: 28 July - 30 October 2020

Super: July 28 - October 30, 2020

THE SPECIAL CONTRIBUTION OF MAECI AND ICE AGENCY

The program of the digital trade shows and Pitti events of the summer 2020 is carried out with the extraordinary contribution of the Ministry of Foreign Affairs through the Ice Agency, with the special governmental support plans for the Italian trade fair system implemented starting from the 2013/2014 two-year period.

With Pitti Connect, and in particular with *The Sustainable Style* - one of the platform's special projects, the **three-year collaboration between Pitti Immagine and UniCredit begins**. A collaboration focused on the issues of sustainability and innovation, with particular attention to the policies to support the internationalization of Italian companies.

Pitti Connect is an integral part of the new www.pittimmagine.com website designed by *TheBigNow* agency and developed thanks to the design and technological collaboration between the company *OpenMind* - a strategic partner for many years – and the Pitti Immagine IT and digital teams, with the cooperation of *Stentle* for the supply of the digital catalog. The new Pitti website represents the advanced heart of the activities, the gateway to the pages of our exhibitors.

Pitti Connect amplifies the connections between exhibitors, buyers and specialist press. It does so over a time period that goes beyond and revolutionizes the traditional temporal confines of the physical fair and the buying campaigns. In these three months, innovative networking and marketplace functions will be activated: it will be possible to visit the virtual showrooms, exchange information via chats, plan meetings, formulate orders and consult updated reports with data and trends; it will also be



possible to carry out smart scouting in order to easily identify the brands and to cross-reference the characteristics of the collection with the buyer's specific requirements using the matching function.

Important!

In the light of the extended opening period of the commercial platform and considering the forecasted sales campaign that will continue well after the normal dates, Pitti Immagine has decided to keep open the option for companies to register with no fixed term.

THE BILLBOARD: the schedule of events and special projects of Pitti Bimbo 91

The Billboard is the editorial content program that will go on air on Pitti Connect from July through October. **For the day by day calendar, check the *The Billboard* section on the Pitti Immagine website: <https://bimbo.pittimmagine.com/en/thebillboard>**

Here below the list of the working progress projects:

OUT OF THE BLUE: the theme of the summer fairs and an online exhibition

The communication campaign "**Out of the Blue**" is curated by **Angelo Figus**.

A non-theme theme that underlines the desire to imagine an open and unrestricted season. The choice of a color has led to a collaboration with great international artists. The **Pitti Bimbo adv campaign** features the photo by the Korean **JeongMee Yoon** from the acclaimed "The Pink and Blue Project"; (see the press release)

_ FASHION CARROUSEL

A project by Alessandro Enriquez that will show the collections of some stylists. Each time an animated carousel dedicated to a fashion brand, among the names already involved there are **Alberta Ferretti, Ermanno Scervino Junior prod. and distr. by GI.MEL, Miss Blumarine, Neil Barrett, Philosophy di Lorenzo Serafini, prod. and distr. by GI.MEL, Vivetta.**

_ STYLIST SPECIALS

Style itineraries, trends, scouting, through the exhibitors' collections

_ COMICS STYLIST:

Some of the most famous cartoon characters - Betty Boop, Popeye, Olivia, Pisellino and Brutus - choose their favorite clothes from the collections of kidswear brands featured on Pitti Connect.

_ THE HOLLYWOOD ROOM

The wardrobe, a bit true and a bit presumed, of the children of Hollywood, edited by Style Piccoli magazine.

_ THE ROYAL ROOM

An English stylist tries to put together the hypothetical wardrobe of Kate and Meghan's children.

_ MUST HAVE:

A guide to all the unmissable pieces for the summer of 2021.

THE PITTI BIMBO EDITORIALS

A surprising selection of lifestyle proposals designed for children's *concept stores*, curated by Maria Giulia Pieroni. The themes of this edition:

_ AND HERE COMES THE RAINBOW

Colorful arches, magic bridges, chromatic rays, the rainbow unites through wonder. A joyful, positive sign that paints objects and accessories, and suddenly appears winning everyone's cheerful attention. It belongs neither to earth nor to the sky, but connects them for a moment...



_FUNNY ROARS

Radiant and exuberant: the lion interprets summer as a true King. A little vain, a little witty, he reigns over some wardrobe pieces and plays with objects.

Among the brands involved in the two Editorials: **A Little Lovely Company, Blabla Kids, Bloomingville Mini, Djeco, Engel, Madame Mo, Maison Deux, Moulin Roty, Oeuf, Omy, Raduga Grez, Studiolo, Sunnylife, Tutete.**

_NEW BORN:

From useful to futile, the kit to celebrate new arrivals, home and play, from the thermo box to the music box, from the sympathetic to the technical wardrobe. Discovering everything that's new for newborns.

_STEP BY STEP:

The best shoes for kids who always move in style.

_ECOETHIC

The theme of sustainability applied to children's collections that work on fabrics and processes.

_THE NEST

Focus on the micro brands that deserve to grow, selected by Little Pop Up, the Berlin store/concept lab.

_THE SPECIAL PARTECIPATION OF MATTEL

Mattel celebrates its 75th anniversary with Pitti Bimbo, creating a special edition - with illustration by Alessandro Enriquez - of UNO, the cult card game worldwide.

The protagonists of this birthday are also **Barbie**, who will choose her wardrobe from the collections featured at Pitti Connect, and **Hot Wheels**, which will be part of a special carousel.

_THE EMOTIONAL SHOP

A collaboration between *The Playful Living* and the Polytechnic of Milan to trace a new children's store profile in the digital age. A schedule of dialogues around the theme of retail, of how emotions have changed it in recent years, and how recent events have also changed the shopping experience.

_A SNACK WITH...

International top buyers draw up a league table of their most exciting discoveries, surfing the collections of Pitti Connect.

_PITTI MEETS

Conversations with entrepreneurs, designers, top buyers, influencers. Lightweight reflections on fashion, culture, the fashion system, the fashion business

PITTI BIMBO AWARDS

International press awards for the most innovative and interesting projects.

_ Kids' Wear Favorites Award

The most surprising eco-friendly proposals: among the Pitti Connect showrooms, 10 brands will be chosen, which have distinguished themselves for sustainability, and 1 of these will win a shooting that will be published in the magazine.

_ Pirouette's One to Watch Award:

The award launched by Pirouette blog, one of the most coveted awards for several seasons, to support emerging designers and young childrenswear brands.



PITTI IMMAGINE

Furthermore, media partnerships, special collaborations with influencers and protagonists of contemporary kidswear world will feed the calendar of the trade show.

Florence, 27th of July 2020

Pitti Immagine Main sponsor

