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Pitti bimbo 2025

SPECIAL EVENTS Pitti Bimbo makes your head go round!Yes, we're a trade fair - but we want to be much more. A place full of inspiration coming from every direction. Of course, the participating brands do most of the work, presenting their ideas and collections for SS26. But alongside them, there's a rich program of special events, collaborations, media partnerships, brand activations, exhibitions, tailor-made experiences for press, buyers, and influencers, educational talks, and trend workshops. That's what makes the difference. Pitti Bimbo makes your head go round - get ready! With a new, colorful, and engaging format On January 22 and 23, 2025, at the Fortezza da Basso in Florence, Pitti Bimbo will mark its 100th edition. It is a significant milestone, but also the start of a new chapter for the world-renowned event dedicated to kidswear and closely followed by buyers and the press. We've introduced many exciting changes. First, the event will be condensed into two days, allowing you to focus your time and energy better. The exhibition spaces have also been redesigned and reorganized by the award-winning designer Ilaria Marelli. Thanks to a new, colorful, and engaging new format, the Fortezza transforms into a sort of city, with a promenade lined by the brand showcases and squares that serve as true trendsetting areas. Of course, there will still be special areas and editorial content. In short, a new geography, more creative and vibrant, that we'll unveil in detail in the coming days. Mercoledì 9.00 - 18.00 Giovedì 9.00 - 17.00 Scopri la lista espositori di gennaio 2025 During the two-day event (January 22-23, 2025 - a shift from the previous three-day format), over 1,300 buyers visited the Fortezza, including 300 from abroad. They were joined by nearly 150 journalists, media representatives, and international influencers who covered the event. Overall, including other industry professionals, the total attendance reached 1,700. The top 12 foreign markets in attendance included Russia, Spain, China, Turkey, South Korea, Germany, Saudi Arabia, the Netherlands, the United Kingdom, Greece, Japan, United States. 25. - 26. June 2025 | International fashion show for children's wear The Pitti Immagine Bimbo is a renowned international fashion trade show for children's and youth fashion, held in Florence, Italy. Pitti Immagine Bimbo, founded by Pitti Immagine Srl, originated in 1975 and is known for presenting the latest collections from acclaimed designers and manufacturers. The name "Pitti Immagine Bimbo" is composed of the name of the organizer "Pitti Immagine" and the Italian word "Bimbo," which translates to "child" in English. The trade show takes place biannually, in January and June, at the Fortezza da Basso, a former fortress by Antonio da Sangallo the Younger, which was built on behalf of Alessandro de' Medici and now serves as an international conference venue. Pitti Immagine Srl, a company specialized in organizing fashion trade shows, serves as the organizer and arranges a series of trade shows at the Fortezza da Basso. Besides Pitti Immagine Bimbo 98, these include Pitti Immagine Uomo and Pitti Immagine Filati, among others. The main topics of the trade show are children's and youth fashion, baby clothing, equipment, and accessories. The exhibiting companies primarily come from the fashion and design sectors and present their latest products and collections. In addition, there are areas such as Baby World, Kid's Design, and Apartment that are focused on specific product areas. Florence is known for its long history in the fashion world, and many of the exhibiting brands are based in the region. The trade show also draws an international audience each year, eager to discover the latest trends in children's and youth fashion. One of the highlights of the trade show is the fashion shows, where well-known designers present their new collections. The visitors of the trade show are primarily professionals from the fashion industry, including retailers, buyers, and designers, who want to learn about the latest trends and establish contacts. The impressive venue, the Fortezza da Basso, lends a unique flair to the event and reflects the style and elegance of the city of Florence. It is easily accessible, being near the main station Santa Maria Novella, and has good access both by public transportation and by car. The Pitti Immagine Bimbo will take place on 2 days from Wednesday, 25. June to Thursday, 26. June 2025 in Florence. Product groups: baby clothes, boys' wear, casual wear, children's shoes, girls' wear, sportswear, ... Disclaimer: No responsibility is taken for the correctness of this information. Errors and alterations excepted! Fair dates and exhibition sites are subject to change by the respective trade fair organiser. Upload a picture from your booth on the Pitti Immagine Bimbo or other fair impressions! Add an image Where does the Pitti Immagine Bimbo taking place?The Pitti Immagine Bimbo fair takes place in Florence, at the Fortezza da Basso. When is the Pitti Immagine Bimbo taking place?Visit the Pitti Immagine Bimbo from 25. - 26. June 2025. How often does the Pitti Immagine Bimbo take place?The Pitti Immagine Bimbo takes place half-yearly. What kind of fair is the Pitti Immagine Bimbo?The Pitti Immagine Bimbo is an exhibition for Children's Clothing, Fashion and Clothing. With a new, colorful, and engaging format On January 22 and 23, 2025, at the Fortezza da Basso in Florence, Pitti Bimbo will mark its 100th edition. It is a significant milestone, but also the start of a new chapter for the world-renowned event dedicated to kidswear and closely followed by buyers and the press. We've introduced many exciting changes. First, the event will be condensed into two days, allowing you to focus your time and energy better. The exhibition spaces have also been redesigned and reorganized by the award-winning designer Ilaria Marelli. Thanks to a new, colorful, and engaging new format, the Fortezza transforms into a sort of city, with a promenade lined by the brand showcases and squares that serve as true trendsetting areas. Of course, there will still be special areas and editorial content. In short, a new geography, more creative and vibrant, that we'll unveil in detail in the coming days.