

Wednesday 24 June



Speed Date: Pitti Bimbo Pool Club

TIME 09:00 AM – 06:00 PM

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A project dedicated to buyer and media: discover a curated selection of brands across Pitti Bimbo and become part of the Pool Club. Visit participating exhibitors, collect stamps along the way and complete your card. A playful way to discover new collections, make connections and explore the fair!

The Brand Lab by Design Hunger

TIME 10:00 AM – 11:30 AM Central pavilion, top floor

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A dedicated space at Pitti Bimbo for honest, focused conversations around branding, communication, and digital presence, hosted daily by Gréthel Signamarcheix. Created for both brands and buyers, The Brand Lab offers short one-to-one sessions designed to bring clarity, direction, and fresh perspective. Sessions are 15 minutes each – very limited places in total across the two days.



Shop Survivor

TIME 10:30 AM Central pavilion, top floor, Pitti Club

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A talk curated by Massimiliano Alvisi



Prinsessfin

TIME 12:00 PM Central pavilion, top floor

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Fashion show



Pirouette Disco Pool Party Runway

TIME 05:00 PM Central pavilion, top floor, Piazza Pirouette

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Fashion show

Thursday 25 June



Speed Date: Pitti Bimbo Pool Club

TIME 09:00 AM - 06:00 PM

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Splash! Fashion show

TIME 10:30 AM Central pavilion square

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Featuring: Angel's Face, Bianca&Noe, Escada Girls, iDO, Junona, Little Creative Factory



iDO

TIME 12:00 PM Central pavilion, top floor, stand H/2-6 I/3-7

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Let's Celebrate! 15 years together. A toast to celebrate together and discover a preview of the project created for this anniversary. A moment to celebrate the creativity and imagination of the iDO world and get a first look at the new "Design Your World" campaign, created with renowned artist and creator Fraffrog.



Splashy & The Pitti Pool: the community's big dive

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Welcome to The Pitti Pool, the editorial theme of Pitti Bimbo 103. The Fortezza da Basso transforms into an experiential hub where international kidswear meets the energy of the summer season. Guiding this collective journey is Splashy, the friendly bear created by illustrator and graphic designer Amedeo Piccione: a symbol of curiosity that connects different worlds and invites brands to immerse themselves in a high-impact visual atmosphere. Among immersive installations and networking opportunities, following Splashy means diving into the new SS27 collections and discovering the new codes of an increasingly united and vibrant community.



100% Bambino: prestige and innovation

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The meeting point between the value of established brands and the drive toward the future. Surrounding the Top Floor unfolds a path through the new collections of leading names and reference brands, evolving through constant stylistic experimentation and cutting-edge materials. A concept of kidswear in continuous motion, with proposals for every age and occasion.



THE NEW EDIT: manifesto of the new contemporary avant-garde

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Now in its second edition, THE NEW EDIT consolidates its role as Pitti Bimbo's research space dedicated to the contemporary. A curated area where visual identity and creativity take center stage. Here, cult brands such as Bobo Choses and Mini Rodini, alongside names like Cozmo, Tangerine and The Family Weekend, give voice to a new way of interpreting junior fashion: collections rich in color, bold graphics, and transparent ethical commitment. This is the beating heart of the new contemporary, where sustainability is not an option but part of the DNA of brands with a strong and recognizable identity, ready to conquer the world's most forward-thinking boutiques.



THE CABINA

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The area dedicated to new "brands to watch"
Among the most anticipated novelties of this edition is The Cabina, an exclusive area marking the debut at Pitti Bimbo of a selection of brands with a powerful and already well-defined identity. The result of continuous international scouting and networking conducted by the Pitti teams worldwide, this section positions itself as a true radar for buyers and press: a concentration of emerging trends and aesthetic languages set to become the next market must-haves.

THE FAMILY CIRCLE: the lifestyle oasis between Hamburg and Florence

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The strategic partnership with The Family Circle, the Hamburg-based platform founded by Nadine Jung that redefines the family event experience, continues to grow stronger. At the Fortezza, this collaboration takes shape as a true oasis of lifestyle treasures, perfect for enriching the world of contemporary kidswear: an area where playful design meets accessories with a contemporary soul.



PIAZZA PIROUETTE and its iconic Runway Show

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Piazza Pirouette returns to Pitti Bimbo 103 with a proposal defined by creativity and vision. The exhibition space, curated by Katie Kendrick of Pirouette, is designed to encourage fluid encounters between the most original brands in the kidswear landscape and top international buyers.

The STYLE PICCOLI Exhibition

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We cultivate stories to harvest smiles. We want a creative and colorful world! This is the payoff accompanying Style Piccoli throughout 2026. Now officially “of age,” Style Piccoli has spent 18 years telling the story of junior fashion with a curious and attentive perspective on the world of children, offering families ideas and inspiration for meaningful time together. An exhibition at Pitti Bimbo celebrates this important birthday!

MARIE CLAIRE ENFANTS presents the exhibition “ENFANT – SOLEIL”

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“Childhood is a sacred and unique time that must be loved and protected. This is the guiding star for us at Marie Claire Enfants.” The exhibition in Florence presents the magazine’s most iconic images, selected by Editor-in-Chief Violaine Belle-Croix, celebrating the joy of living, creativity, and the beauty of childhood. A project by Agence Belle-Muse.

Milk Magazine: an exhibition telling the story of family street style

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Across the streets of the world, Milk Magazine captures the energy of a free and lived-in family style. In Paris, Tokyo, Brussels, and Dakar, parents and children shape instinctive silhouettes, captured in the moment. Between natural elegance, bold minimalism, playful eclecticism, and vibrant expression, each city reveals its own way of inhabiting style. Between transmission and reinvention, these families compose a living wardrobe deeply connected to their environment. A sensitive look at street style, where fashion becomes a family story.

Kiosk France

Parisian Art de Vivre at the heart of Pitti Bimbo

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Welcome to Kiosk France by Delajoie, a terrace inspired by the vibrant spirit of Parisian cafés and the poetic elegance that defines the French art de vivre.

Conceived by the creative duo Delajoie, this space has been designed as a true meeting point for buyers, brands, and the press. At the crossroads of a café, a workspace, and a showroom, it invites visitors to slow down, connect, exchange ideas, and discover new sources of inspiration. The Kiosk offers a seamless experience where work and conviviality naturally come together.

Back to schCOOL

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A live styling project curated by kids' fashion stylists Maria Montané and Charlotte Kewley. Working with selected FW26 collections from exhibiting brands, Maria and Charlotte will create a series of editorial looks while visitors will be able to experience the creative process live at the fair as the stylists curate, style and bring the final looks to life.

Last update 04-06-2026