

# Calendario Eventi

Tentative schedule

PITTI IMMAGINE BIMBO 95 | -

## Wednesday 22 June

Manila Grace

### Manila Grace Girl

TIME 11:30 AM Main Pavilion, Ground Floor, Stand I2-4

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Manila Grace Girl new colours SS23.

belan

### Belan Kid's Couture

TIME 04:30 PM - 05:30 PM Main Pavilion, Ground Floor, Stand D14

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Presentation of the "Heaven on Earth" and "Mademoiselle Belan" collections. Cocktail.



### See you at Pitti Island!

TIME 05:30 PM - 07:30 PM Main Pavilion Square

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Cocktail party.

Live performance by Piccolo Coro Melograno.

The Choir is styled by Wildkind SS2022 collection with footwear provided by Crocs.

## Thursday 23 June

Jeckerson

### Jeckerson

TIME 11:30 AM Main Pavilion, Ground Floor, Stand K9

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Jeckerson new looks SS23.



### Liewood

TIME 04:00 PM - 06:00 PM Main Pavilion, Ground Floor, Stand I9-11/J10-12

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Cocktail hour to celebrate 1-23 wear collection and the first participation of the brand at Pitti Bimbo.

## Worth A Visit



## PITTI\_ISLAND

### the new theme of the Pitti Immagine summer fairs

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An island as a point of reference, a fixed spot, a physical and interior place but, above all, a point of encounter and debate. An imaginary island connected with the whole world in a process of constant mutual exchange.



## Pop Up

Padiglione Cavaniglia

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Hunting for curiosities. They will turn the spotlight onto new merchandising segments, original, curious and trendsetting bringing an explosion of new ideas.



## 100% BAMBINO

Main Pavilion, Piazzale delle Ghiaia, Costruzioni Lorenesi

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A concentrate of must have brands and collections. Bon ton, luxury, sporty and urban: big designer labels and iconic brands express the different souls of kidswear combining style, practicality, and a growing attention to sustainability.



## THE KIDS'LAB!

Padiglione Cavaniglia

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A creative and exciting showcase for international cutting edge kidswear and kids' lifestyle proposals. Small independent collections that stand out for their original design, choice of materials, and an eco-responsible philosophy.



## Apartment

Padiglione Cavaniglia

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An exclusive island in the kidswear atoll dedicated to contemporary luxury pieces capable of combining research, esthetics and uniqueness. Brands that pay special attention to tailoring and the finest details.



## The Nest

Padiglione Cavaniglia

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An incubator of small original companies with plenty of potential, scouted internationally in collaboration with Dimitra Zvakou, founder of the Berlin concept lab Little Pop Up, to which Pitti Bimbo provides the visibility needed to enter the market and grow.



## I WANT TO BE GREEN

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From a special project to a constant presence inside the fair, I WANT TO BE GREEN returns to propose a 360-degree exploration of the ethical and eco-responsible themes that are increasingly encompassing fashion, especially fashion designed for kids. Pitti Bimbo proposes and supports large and small brands created with this marked vocation. The selection is curated both in the Fortezza as well as on Pitti Connect by Dimitra Zavakou of the Little Pop Up Concept Store, Berlin.



## Editorials

Main Pavilion, Ground Floor

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Editorial research dedicated to concept stores, curated by stylist Maria Giulia Peroni, explores the latest trends and translates them into exciting layouts. Staged at the Fortezza da Basso, "My First" is dedicated to the new trousseau for newborns made up "of first times" and cult objects

## PIPPI

### A PITTI

Padiglione Cavaniglia

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The extraordinary protagonist of incredible adventures and a model of independence and empowerment, Pippi Longstocking will be present with a dedicated space. Iconic objects, heritage pieces, tables, and collectible books celebrate a character whose charisma has never faded. This independent, creative, unconventional girl knows the value of friendship, a bond with animals, and joy. "If you are very strong, you must also be very kind" is one of her many mottos. And who could blame her?

## LUPOGUIDO

Padiglione Cavaniglia

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The world of children is no longer seen only through the wardrobe but with an expanded gaze toward different worlds, especially beautiful books. LupoGuido seeks stories not only told with carefully chosen words but also with special illustrations. Plots are directed at children, free of stereotypes or prejudice, focusing solely on their imagination. LupoGuido leads to new authors and important past collections, from North to South of the world, without prerogatives, based on ethics and aesthetics. A book is an act of offering rather than an object. LupoGuido is a precious and quality selection for all concept stores and anyone looking for something unique.

## TODO MODO

### DILÀ

Main Pavilion, Ground Floor

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In Florence, beyond the Arno, beyond the usual stories, Todo Modo Dilà is a bookshop in Florence for children and teenagers that combines the joy of reading with the joy of being together and maybe even having a snack (for the more adult, there is Todo Modo as well). During the three days of Pitti Bimbo, it has temporarily moved to the Fortezza with a selection of fantastic stories about fashion and not only, creating islands of memories. You can browse, buy, or ask for advice to create a book corner in your own space—power to the imagination.

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## A.N.G.E.L.O.

### Kids Vintage

Padiglione Cavaniglia

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For the first time at Pitti Bimbo, a space dedicated to vintage proposals, curated by A.N.G.E.L.O., one of the most extensive and renowned vintage fashion archives and stores in Europe, and a source of inspiration for top designers and stylists from the most popular magazines. Angelo Caroli has curated a selection of children's pieces into two main trends: one dedicated to experimentation and inspiration, comprised of hardly available and, therefore, not very commercial garments of iconic value.

Marinière t-shirts from the Seventies, a collection of Hawaiian shirts with irresistible prints from the Sixties, the perfect leather jacket, Italian knitwear with an outdated hand but timeless shapes and quality, and a series of iconic and unique styles perfect for the office. The second trend includes garments that still hold a commercial appeal: from American Levi's jeans to tailored jackets, sporty sweatshirts to dungarees, and well-made shoes to shirts.

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## STYLE PICCOLI

Main Pavilion, Ground Floor

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At Pitti Bimbo 95, Style Piccoli magazine presents the exclusive photo exhibition "New Generation: ad alta velocità dell'inverno [speeding through winter]". On skateboards, scooters, and mini bikes, children are dynamic, but stylish. Photographer Silvia Tenenti tried to make them stop, even just for a moment, with the help of stylist Daniela Stopponi.

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## Everything Else

## Schema 50

### Una galleria fra le neo-avanguardie (1972–1994)

Centro per l'arte contemporanea Luigi Pecci | Viale della Repubblica 277, Prato

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An exhibition curated by Stefano Pezzato, in collaboration with Raul Dominguez.

Supervisor and researcher Desdemona Ventroni.

Produced by Centro Pecci and CID/Arti Visive on the occasion of the 50th anniversary of Fondazione Galleria Scherma,

June 11th – October 9, 2022.

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# Namsal Siedlecki. Mvah Cha

Cassero di Prato Via Cassero 6, Prato

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An exhibition curated by Camilla Mozzato.  
June 11th – August 28th, 2022.

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