

Events Calendar

Events Calendar of Pitti Bimbo 81

25-27 June 2015

THURSDAY 25/06


10:30am-12:00pm		Petit Bateau Padiglione Centrale, piano terra, Stand D 1-3 Onda su Onda Brunch
10:30am-6:00pm		Trussardi Junior Padiglione Centrale, piano inferiore, Stand S1-3 Presentation of the spring summer 2016 collection
11:00am		MANILA GRACE Sala della Ronda Fashion show by invitation
12:00pm		CHILDREN'S FASHION FROM SPAIN Sala del Rondino Barcarola, Bóboli, CND by Cándor, Desigual, Losan, Mayoral, Pan con Chocolate, TucTuc Fashion show by invitation
12:30pm-1:30pm		Original Marines Costruzioni Lorenese, piano terra, Stand 2 La bambina prodigio Aelita Andre sceglie Original Marines per la sua prima volta in Italia e celebra il valore dell'originalità con una performance live.
1:00pm-2:30pm		Dsquared2 Padiglione Centrale, piano inferiore, Stand U2-4 Please enjoy Messers Dean&Dan Caten for their new SS16 Collection
2:00pm		MISS GRANT, GRANT GARÇON E L:U' L:U' Sala della Ronda Fashion show by invitation
3:00pm		YCLU' Sala del Rondino Fashion show by invitation

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3:30pm	La stupenderia Padiglione Centrale, piano inferiore, Stand T2-4 LIBERIAMO LE FARFALLE (LET'S FREE THE BUTTERFLIES) project presentation for the press with Ellen Hidding for the Prorett Onlus by invitation only
from 4:00pm	iDO by Miniconf Padiglione Centrale, piano terra, K13 L7 Capsule Collection in collaborazione con Federazione Italiana Rugby special guest: Paolo Buonfiglio capitano della squadra Under 20 cocktail
4:30pm	Mami Area Monumentale, Sala Riunioni, primo piano BANZAI invites to the presentation of the first e-shop dedicated to mothers
5:00pm	 Italia Wow!! Dogana, Via Valfonda 25, Firenze Pitti Bimbo in collaboration with Vogue bambini 'Discoveries, secrets and revelations of Made in Italy for Kids' Fashion show by invitation
6:30pm-8:30pm	Monnalisa Le Serre Torrigiani, via Gusciana 21, Firenze Shooting party by invitation
8:30pm	Mirtillo & Ninetta Odeon Bistrò, Piazza degli Strozzi 8, Firenze Presentation of the SS 2016 Collection Dinner by invitation

FRIDAY 26/06

11:00am	 IL GUFO Sala della Ronda Fashion show by invitation
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FRIDAY 26/06

12:00pm	 FUN & FUN Sala del Rondino Fashion show by invitation
6:00pm- 9:00pm	Piccola Flora Lastraioli, via Domenico Burchiello 105, Firenze Cocktail
8:30pm	 PITTI COLOR PARTY Villa Le Corti, Via San Piero di Sotto 1, San Casciano in Val di Pesa Dinner party in occasione del 40° anniversario su invito

EVERYDAY

	THAT'S PITTI COLOR! The title-theme of the June fairs, reinterpreted in a kids-sized version THAT'S PITTICOLOR is the title-theme of the June fairs and will revolve around color and colors, the colors in which we are constantly immersed, the colors that are all around us, that we wear, that are inside us and in front of our eyes. The language of color is also one of the fundamental codes of kidswear so, in studying the theme of color, it is natural to narrate and interpret the styles and ways of living and playing as children. We will talk about and plan this summer's Pitti fairs in color, so that we can view the world in Pitticolor. The project will be curated by Oliviero Baldini.
	Italia Wow!! Focusing on Made in Italy creativity Pitti Bimbo will feature the premiere of "Italia Wow! Scoperte, segreti e rivelazioni del Made in Italy for kids. A research that emphasizes Italian creativity". The spotlights will be directed towards the collections in order to valorize Italian talent: a special project realized by Pitti Immagine in collaboration with VOGUE Bambini, made possible thanks to the contribution of MISE (Ministry of Economic Development) and the ICE Agency. Italia Wow will be presented through an installation-event in the Dogana area which will give visibility to a selection of the most promising made in Italy kidswear companies.

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KidzFIZZ

KidzFIZZ is the brand new children's fashion project that brings together the most creative collections by brands that experiment with shapes, materials and presentation styles: a proposal that is dedicated to a more evolved international public. KidzFIZZ bears testimony to New View in order to adapt to the new kids' lifestyle global scenarios, aiming for a strong level of characterization marked by research: because it is research, creative exploration, the contamination between fashion and design and the significant presence of accessories that make the difference in the world of kids' fashion today. Staged at the Medici Pavilion, with a striking layout by Storage Associati, KidzFIZZ will be the Pitti Bimbo laboratory of ideas and innovations.



KID'S EVOLUTION

Kid's Evolution is the project of Alessandro Enriquez with Vogue Bambini and Pitti Immagine. Pitti Bimbo will be showcasing a selection of designers involved in fashion research for "adults" who will be trying their hand at a capsule collection for kids. Staged at the Main Pavilion, the garments in the collection will be the protagonists of a special Vogue Bambini shooting session. A 360° project that aims to satisfy the needs of a public of super-sophisticated buyers.



APARTMENT

At the Lyceum we find Apartment, the project dedicated to children's fashion brands that research contemporary lifestyles. A special section that often has a fairytale-like layout which is always striking, and features a sophisticated selection of international collections of clothing and accessories created for buyers from cutting-edge boutiques. Once again designer Ilaria Marelli will reinvent the areas inside the Lyceum with a layout that is imbued with a surreal atmosphere.



ECOETHIC

The Green Generation comes to Pitti Bimbo. The star of one of the Pop Up Stores areas in the Main Pavilion, EcoEthic is the section dedicated to green issues with a selection of the best brands that make sustainable fashion part of their signature. These companies, from all over the world, use organic and biological materials that are produced with respect for nature and in a chain that protects local manufacturing and small communities while helping to save our planet.



POP UP STORES

The journey around the Fortezza begins with the Pitti Bimbo section - from big brand fashions to the new luxury infants' clothing - characterized by elegance interpreted in a contemporary key and presented in "just for children" versions. It uses a broader spectrum to enrich the project at the heart of the fair, in the Main Pavilion - offering a close up view of "adult" fashion trends - with lifestyle products designed for the youngest set: fragrances, jewelry, eyewear, furnishing accessories, bags and travel accessories. And the new Pop Up stores open up more completely to the world of design with a selection of fun, colorful accessories presented according to the new rules of the exhibition game.

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SUPERSTREET

Denim and streetwear in the limelight SuperStreet is the Pitti Bimbo section that gives a voice to the world of denim and urban trends for clothing that is aimed at children and teenagers. Inside a lively set, created ad hoc, the clothes express the feeling of belonging to a tribe which differs from others in terms of the sounds, images and messages.



SPORT GENERATION

Free to play Sport Generation is the planet that hosts the big names in sportswear and activewear. The focus is on clothing for leisure time in a space where the protagonists consist of the top names in childrenswear and collections for kids.