

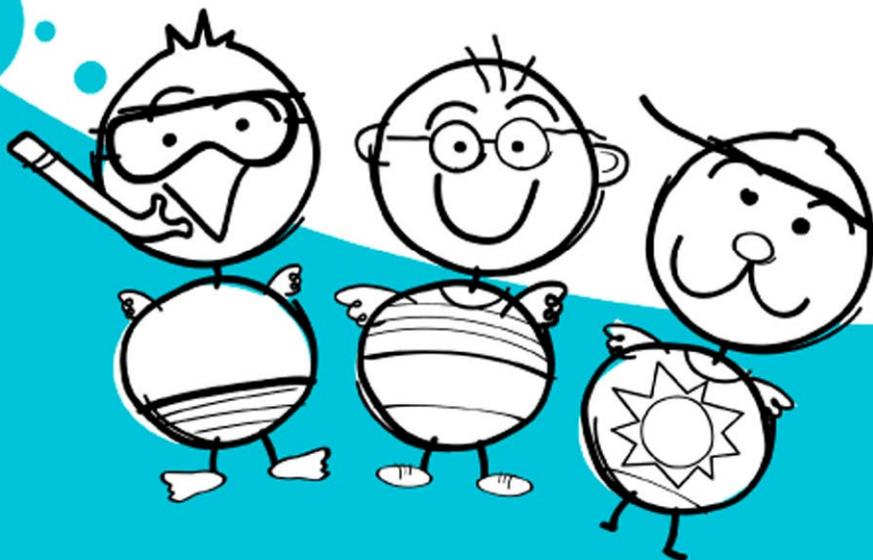
**THE
UNIVERSE
FOR
CHILDREN**



**19th - 21st
JUNE
2015**

**PABELLÓN
DE
CRISTAL
MADRID
SPAIN**

PRESS DOSSIER



FERIA VALENCIA

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SUMMARY

- Technical details 81th Edition of FIMI
- FIMI asserts itself as leader in world of children's fashion
- Childhood product brands from Spain continue to climb the ladder of internationalisation
- Promostyl tendencies
- Fusion trendbook kidswear ss1
- FIMI KIDS FASHION WEEK
- FIMI schedule Juny 2015



TECHNICAL DETAILS 81TH EDITION OF FIMI

Title: FIMI, the International Fair for Children's and Young People's Fashion

Edition: 81th

Dates: 19th to 21th july 2015

Frequency: bi-annual

Character: Professional

Scope/field: international

Organizer: Feria Valencia

Venue: Casa de Campo de Madrid. Pabellón de Cristal

Fair opening hours:

- Friday and Saturday 10.00 to 19.00 pm
- Sunday 10.00 to 15.00 pm

Catwalk Schedule:

FIMI KIDS FASHION WEEK

- Friday press at 16.00 hours
- Friday at 18.30 hours
- Saturday at 18.00 hours

Catwalk Venue

Brands: 315 brands represented.

Industry: Children's fashion, footwear, accessories, gifts and decor, textiles, quilts and sheets, bathroom rack, cosmetics and toiletries, books and stories, commercial equipment, jewelry, toys, furniture, baby items and safety.

Exhibitor Profile: Manufacturer, Wholesaler Distributor, Exporter, Importer.

Visitor Profile: independent shops, grouped shops, wholesalers, department stores, large organized distribution, commercial agents, importers and exporters.

SPACES IN FIMI:

FIMI space. Manufacturing companies and youthful children's fashion

New FIMI. New entrepreneurs, startups

FIMI Universe. Sectors that dedicate to the universe of children. Baby Items, security, accessories, textiles, gifts and decor, bedspreads and sheets, baskets, cosmetics and toiletries, books and stories, jewelry, toys and furniture.

See Me. Innovation and avant-garde. A point of view to understand fashion.

Nuditos. The Sixth edition of a show that is emerging as a launching platform for talented designers of the future creating young child designs.

FIMI & Agents. Show Rooms. Space for agents and distributors of domestic and foreign brands.

UNITED FIMI. "Una sonrisa para Lúcia"



FERIA VALENCIA



FIMI ASSERTS ITSELF AS LEADER IN WORLD OF CHILDREN'S FASHION

Children's fashion is back in Madrid courtesy of FIMI and FERIA VALENCIA. From 19th to 21st June the Glass Pavilion at the Casa de Campo will be the venue for the 81st edition of Spain's foremost platform for children's and junior fashion, which will be showcasing the latest trends.

A total of 315 Spanish and international brands are set to exhibit at the 81st edition of FIMI, which has a new home in the Glass Pavilion of Madrid's Casa de Campo and, with its earlier dates, is the first on the European circuit of fairs for the industry. FIMI has asserted itself as the leading fair for the children's fashion business.

FIMI will be featuring an extensive range of children's fashion, swimwear, footwear, accessories and occasion and communion wear from brands made all over Spain as well as in other countries that are seeking to gain visibility and exploit significant business opportunities at FIMI.

Professionals will be able to see the latest collections for spring-summer 2016 from major brands such as Barcarola, Foque, José Varón, Mayoral, Losan, UBS2, N+V Villalobos + Nieves Álvarez and XTi, amongst others. The commercial offering at this year's FIMI is set to be 20% bigger, with Portuguese manufacturers the largest contingent. The most notable names participating from Portugal are Tiffosi, Lion of Porches and Piccola Stela and they are being joined by major international players such as Diesel, IKKS and Liu Jo.

In parallel with the mainstream show some thirty labels have chosen to show their collections in a separate, special space: SEE ME, where innovation and the cutting edge are the order of the day. These brands include Al Agua Patos, Alma Llenas, Alouette, Antimilk, Athina Moda Infantil, Barcelona Brands, Beans Barcelona, Bee Bee Babies, Bon Jourbebé, Colorsuit, Errequerre, Kutuno, Les amis d'Olivia, Luca Bynn, Macali, María de Saas, Melico, Message in the Bottle, Minicoton, Muakmoi, Oh!Soleil, Osamore, Petit Naïf, Piu et Nau, Popelin, Stay Little, Tarantela, Tipi-Too and Twoneedles.

The NEW FIMI space, on the other hand, which is dedicated to new entrepreneurs and recently formed companies, will showcase collections by designers such as Cachorros, Clara Año, Dasha, Mi Taller Creativo, Petite Minou, Petitsui, Pinturitapinturera, Sisca and Summer Factory.

Number of international buyers on the rise

For the third time in a row the number of buyers from other countries is set to be higher. Professionals will be coming from Bahrein, the Dominican Republic, France, Germany, Greece, Italy, Lebanon, Mexico, Oman, Panama, Peru, Poland, Portugal, Qatar, Russia, Switzerland, Tunisia, Turkey and the United States to see what is on show at FIMI.



FIMI has been working with ICEX, Spain Trade and Investment, and with ASEPRI, the Spanish Association of Manufacturers of Products for Childhood, to attract buyers with significant purchasing power and thereby further consolidate FIMI's standing as an international event.

FIMI KIDS FASHION WEEK

One of the most important events within FIMI is FIMI KIDS FASHION WEEK, the International Fashion Week, which will be bringing together an outstanding selection of labels, both Spanish and foreign, that will be showing their designs for the upcoming spring-summer season live.

Agatha Ruiz de la Prada, Agatha Ruiz de la Prada swimwear, Barcarola, Bimbalina, Bóboli, Bóboli swimwear, DC Kids, Foque, José Varón, José Varón Baño, Kiddy Mini Model, La Ormiga, Lea Lelo, Losan, Lyon of Porches, Mayoral, N+V Villalobos + Nieves Álvarez, N+V Villalobos + Nieves Álvarez Baño, Oca Loca, Pan con Chocolate, Pilar Batanero, Tartaleta and Teté y Martina will all be taking to the FIMI KIDS FASHION WEEK catwalk.

This time the catwalk shows will take place on Friday 19th at 18.30 and on Saturday 20th at 18.00 at La Pasarela on the Mezzanine level of the Glass Pavillion.

The Universe for Children runs from 19th to 21st June.



CHILDHOOD PRODUCT BRANDS FROM SPAIN CONTINUE TO CLIMB THE LADDER OF INTERNATIONALISATION

- ▶ The weight of exports in 2014 stood at the 50% mark of total turnover, with €552.3 million, and they are the true driving force behind the sector in recent years. Notable growth has been seen in markets such as China and the US.
- ▶ The most interesting markets for the sector are the United Kingdom, Italy, Northern Europe, UAE and the US, with companies focusing their efforts on sales missions, trade fairs and being present in *Marca España* halls.
- ▶ ASEPRI will be at FIMI Madrid with 45 children's fashion brands, who will present their new Spring/Summer 2016 collections with the clear aim of closing deals with international customers and increasing their share of the domestic market.
- ▶ ASEPRI and PRIVALIA will present the *White Paper on Children's Fashion and Childcare in Spain 2015 (Libro Blanco de la moda infantil y la puericultura en España 2015)* at the FIMI trade fair

ASEPRI (Spanish Association for Childhood Products) will be at the 81st edition of FIMI along with 45 children's fashion, footwear, newborn and accessories companies. The event will be held from 19 to 21 June in Madrid and will see the presentation of the new collections for the Spring/Summer 2016 season. The brands aim to close deals with international customers and increase their share of the domestic market.

Exports are the driving force behind the sector in recent years

The ASEPRI 2014 turnover study, compiled with data from the associated sector, indicates that international sales have increased by 13%, accounting for 50% of total turnover at €552.3 million. This is a new historic record in exports for the sector and a 179.8% rise compared to 2005.

Italy leads the ranking in terms of turnover with a 25% share, and sales have also grown in Germany, the Netherlands, United Kingdom and the US. China is also competing with Latam in terms of interest as sales in the country have increased by 76% compared to 2013.

Total turnover in 2015 stood at €1.121 billion with children's fashion accounting for 71.4% of total sales in the sector. The domestic market recorded a 2% increase compared to the previous year.

Spanish companies are optimistic on how their business will evolve in 2015. The sector forecasts an increase in domestic market sales of 3.3%, while global sale will grow by 5.1%.





Internationalisation Strategy 2016-2018

ASEPRI has conducted a preliminary study with its associated brands to focus the internationalisation strategy for the coming years. This study highlights that the most interesting markets for the sector are the United Kingdom, Italy, Northern Europe, the US and UAE. These markets highly value Spanish brands, their quality and design.

Priority actions include sales mission, followed by taking part in trade fairs, including *Marca España* hall actions, as well as market studies. Sales missions let us discover potential markets first-hand and close trade agreements with local distributors. After the missions carried out in Peru, Chile and Colombia in May 2015, we are planning future missions in Northern Europe and the Middle East, markets of great interest for sector companies according to the survey conducted.

We will begin the international trade fair circuit at FIMI Madrid. The next stops will be Pitti Bimbo, Bubble London, CBME Shanghai, Children's Club NY, Kind&Jugend and Puericultura Madrid. These actions will close off a record international year during which ASEPRI has offered its associated companies the chance to approach markets such as Europe, Latam, the US and Asia.

Presentation of the *White Paper on Children's Fashion and Childcare in Spain 2015*. PRIVALIA and ASEPRI will present the *White Paper on Children's Fashion and Childcare in Spain 2015* at FIMI on Friday, 19 June at 1pm. This report analyses the keys to the children's fashion and childcare business, the current demographic situation, trends in sales, the emergence of new distribution channels and consumer behaviour.

About ASEPRI

ASEPRI is the association of Spanish childhood product manufacturers. With 25 year experience, it is the national benchmark for the children's fashion and childcare sectors. ASEPRI is Children's Fashion and products for babies / Leading international sector Promoter of *Marca española* / 300 childcare and children's fashion brands from Spain 50% increase in exports in the last 3 years / Present in over 100 markets 20,000 jobs

You can see the ASEPRI Book 2015 with images of the children's fashion and childcare brands from Spain at the following link:

<https://www.dropbox.com/sh/62be1f02nkxmd9/AABUDf9S0uAeWhbEVg9f2zUGa?dl=0>

Press Kit:

<https://www.dropbox.com/sh/fc83kot048abro7/AAANWKpEen1LhJoTCcn2zuEua?dl=0>



PROMOSTYL TENDENCES

ANTI-K

Theme inspired by the antique splendors, the antique civilizations. The authenticity is added with poetry and fantasy, with delicacy and rusticity. Materials and natural fabrics, under all their forms. Rustic and ethnic. Return to the rustic and warm earth tones. Brown and skin tones for clothing in natural fabrics. Importance of the ecru colors that moderates the red dyes. Range somewhat archaic and archaeological. The reds with the terracotta. Inspired

Inspired by the ancient Egypt and Mexico. Garments with multiple details, beetles prints and embroidered. Association of folkloric denim and bleached denim. Reinterpret the denim with geometric ethnic embroidered (real or added), shirts in denim and printed fabric, finishes trimmings (Ribbon, tassels, braids).

For baby, ceremony style in linens, rustic finishes, wide and minimalist volumes. Details as cross stitch, honeycomb and embroideries in tone that highlights everything with a handmade spirit. Everything gives an aspect more dress.

BLISS

The theme celebrates the spring explosion, the happiness, the opulence, the fervor of the exoticism and the beauty of the flowers, gluttony and colors. Fashion stories under the influence of pleasure. Very decorative and overcharged theme. Luminous color range and really happy with petal flowers tones. Cherry red, rose, yellow and dark green. The fabrics are at the same time something rustic but fresh.

Something elegant costumes. We attach importance to details that dressed up, return the ruffles, pleats, as well as lace collars. Details like laces, even for girls or shoes. We mix the codes safaris and army with the colored Africans. Ethnic details. Turquoise and the orange next to kaki and pastel tones. Continue camouflage-

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FLUX

Theme influenced by water, the oceans and all the organic living in it. It answer a need of purity and nature and which emphasizes the idea of water; its movement, its fluidity and its colors, its wildlife its. Coral tones and gelatinous aspects, type jellyfish. Aquatic range, green plankton, coral, a light and dark blue-violet and bluish grey. Fabrics with brightness and pearly ends. Light, transparent and soft. Theme streetwear. Importance on coloured denims, worn and marine details. Open sweatshirts with a hood and a print which remains us the movement of the water. Aquatic wildlife and floral prints prevail.



For the baby everything in color very of sea, marine stripers, and vichy squares. The diP&dye effect will be worked over the typical marine stripes. Prints all always related with the sea. Fabrics with sheen with effect of reflections.

STUFF

Creative and color theme (something block). Color craft with colors typical from California, bright colors. It is a participatory theme. Theme that demands customization, with a playful and creative vein. The simplicity of the basic and the vintage style adapted with a modern fantasy. Ingenious recycling. Do it yourself or do it all at together. Somewhat discolored vivid colors, color craft with a touch of blue.

A creative workwear, with color, between urban and beach that begins the season with, functional and essential products in a universe of colors would say "Polaroid" somewhat discolored. Strong point for the plush (classic of the 90s), mottled in color, embossed loops, jacquards with graphic and geometric effects and bi-materias.

For the baby, a theme that claims the customization, with a playful and creative touch. The basics re-worked with a more modern touch. A total wardrobe for summer that blends the fleece (plush) with denim, in tones from the rainbow and especially with embroideries and a lot of stitched details. Prints inspired 50s and 60s from California: motels, pop-corn, palm trees... Strong point for all those details in color stand out.

For more information: www.promostyl.com



FUSION TRENDBOOK KIDSWEAR SS16

Vibrant & Energetic, Rio Olympic Games, Bold & Exotic, Amazon Rainforest, South America, Diversity, Embracing Nature.

Hyper Nature Introduction - Our first trend takes inspiration from South America which is a continent long celebrated for its beauty, vibrancy and energy. This trend considers the Amazon rainforest and its colourful inhabitants as the cornerstone of a bold and exotic trend.

Hyper Nature - The colour palette features saturated, high-contrast palm greens, aqua, sunset orange and lobster reds which help bring out the colour in plumage and exotic fruits. These colours are complemented with subtle hues of warm grey, rich purple and deep petrol blue creating a commercial and balanced palette.

Hyper Nature Girls Garments - Silhouettes are modest and unfussy, allowing large scale graphics and prints to be the main focus. Plain pieces such as t-shirts and vests help to break up loud patterns creating more of a visual statement with interesting cut out details adding subtle hints towards the theme. Natural textures such as faux snakeskin and woven materials help remind us of this trend's original roots.

Hyper Nature Boys Garments - Grey marl and cool lightweight cotton maintain the minimal and casual theme in garments and create simple backdrops to bold stripes, checks and placement graphics. Functional features such as detachable hoods and backpacks add a jungle explorer feel with denim inserts providing an unusual fashion statement for more directional brands.

Forward-Thinking, Care & Attention, Personality & Charm, Craft & Nature, Scandinavia & Minimalism, Geometry, Handcrafted Typography

Scandi-Craft Girls Garments - Sweaters are embellished with knitted pom poms over denim button up playsuits. Lively prints feature on T-shirts and relaxed, comfy look shapes with lace up details and bows add femininity to an otherwise androgynous trend. Lace collars, again, enhance femininity with soft scarves finishing off the look.

Scandi-Craft Colour Palette - The colour palette provides a typically Scandinavian, cool, natural tone - neutral greys and blues sit behind pops of pink, aqua and lime green.

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Scandi-Craft Boys Garments - For garments, geometric print fabric inserts break up simple shapes with intelligently designed subtle details such as denim collars and printed hem linings. Tailored relaxed fit trousers and shorts add sophistication to this trend with fun and lively accessories.



Soul Food Girls Garments -Details on clothing are quirky but minimal, to allow bold fruit inspired graphics and prints to take centre stage. Playsuits and dresses are simple but utilise eye-catching prints or minimal detailing such as subtle, ruffled hemlines. Bold and eye-catching patterns and motifs are co-ordinated with simple block colour denims for a daring and fashion-forward trend.

Soul Food Boys Garments - Silhouettes are simple and led by strong colours, graphics and prints with quilted detail inserts for a modern twist. Slim-fit coloured denim with contrast stitching offers a tailored shape to offset boxy t-shirts and multi-textured footwear. Novelty details are used sparingly to avoid kitsch, which works well with the overall minimalist, clean aesthetic.

More information: www.tmdesignstudio.co.uk





FIMI KIDS FASHION WEEK

A total of 23 domestic and foreign brands take part in the FIMI KIDS FASHION WEEK. Two days of shows which are developed parallel to the celebration of the 81th edition of the event.

The FIMI KIDS FASHION WEEK has organized a program of runways organized by the International Children's and Young People Fashion Fair, FIMI, will present the latest collection from over 23 national and foreign brands, exclusively for children's fashion held in Spain. On the catwalk will be the coolest proposals for the next season spring and summer 2016 clothing for buyers and the international media.

Show on the catwalk of the FIMI KIDS FASHION WEEK, will be brands like Agatha Ruiz de la Prada, Agatha Ruiz de la Prada baño, Barcarola, Bimbalina, Bóboli, Bóboli baño, DC Kids, Foque, José Varón, José Varón Baño, Kiddy Mini Model, La Ormiga, Lea Lelo, Losan, Lyon of Porches, Mayoral, N+V Villalobos + Nieves Álvarez, N+V Villalobos + Nieves Álvarez Baño, Oca Loca, Pan con Chocolate, Pilar Batanero, Tartaleta, Teté and Martina and will present their proposals for the children's fashion.

The catwalks take place on Friday at 16.00 (press) and 18.30. On Saturday will take place at 18.00.

Parade time:

Friday 19th of june

16.00 h PRESS MEDIA FIMI CATWALK

18.30 h FIMI KIDS FASHION WEEK 1 – 2 SWIMWEAR.

Saturday 20th of june

18.00 h FIMI KIDS FASHION WEEK 1 – 2.



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FRIDAY 19TH JUNE
PRESS MEDIA FIMI CATWALK
16.00 H

**FIMI KIDS FASHION WEEK 1 WITH
SWIMWEAR**

BARCAROLA
FOQUE
DC KIDS BAÑO
PILAR BATANERO
TETÉ Y MARTINA
AGATHA RUIZ DE LA PRADA BAÑO
OCA LOCA
BÓBOLI
JV VARON BAÑO
TARTALETA
N+V VILLALOBOS +NIEVES ALVAREZ
MAYORAL

**FIMI KIDS FASHION WEEK 2 WITH
SWIMWEAR**

LOSAN
LEA LELO by SUSANA MAZZARINO
BIMBALINA
KIDDY MINI MODEL
BÓBOLI BAÑO
J.V. VARON
PAN CON CHOCOLATE
N+V VILLALOBOS + NIEVES ALVAREZ
BAÑO
LION OF PORCHES
AGATHA RUIZ DE LA PRADA
LA ORMIGA

FIMI KIDS FASHION WEEK
18.30 H

**FIMI KIDS FASHION WEEK 1 WITH
SWIMWEAR**

BARCAROLA
FOQUE
DC KIDS BAÑO
PILAR BATANERO
TETÉ Y MARTINA
AGATHA RUIZ DE LA PRADA *BAÑO*
OCA LOCA
BÓBOLI
JV VARON BAÑO
TARTALETA
N+V VILLALOBOS +NIEVES ALVAREZ
MAYORAL

**FIMI KIDS FASHION WEEK 2 WITH
SWIMWEAR**

LOSAN
LEA LELO by SUSANA MAZZARINO
BIMBALINA
KIDDY MINI MODEL
BÓBOLI BAÑO
J.V. VARON
PAN CON CHOCOLATE
N+V VILLALOBOS + NIEVES ALVAREZ
BAÑO
LION OF PORCHES
AGATHA RUIZ DE LA PRADA
LA ORMIGA



FERIA VALENCIA



SATURDAY 20TH JUNE
18.00 H

FIMI KIDS FASHION WEEK 2

LOSAN
LEA LELO
BIMBALINA
KIDDY MINI MODEL
J.V. VARON
PAN CON CHOCOLATE
LION OF PORCHES
AGATHA RUIZ DE LA PRADA
LA ORMIGA

FIMI KIDS FASHION WEEK 1

BARCAROLA
FOQUE
PILAR BATANERO
TETÉ Y MARTINA
OCA LOCA
BÓBOLI
TARALETA
N+V VILLALOBOS + NIEVES ALVAREZ
MAYORAL



EVENTS PROGRAM FIMI JUNE 2015

FRIDAY 19TH JUNY

- 11.00 h** **KIDDY MINI MODEL.** New Collection Presentation.
Stand B29
- 11.15 h** **BEE BEE BABIES.** New Collection Presentation.
SEE ME Stand S14
- 11.30 h** **PLUMETI RAIN** New Collection Presentation..
Stand B19
- 11.45 h** **CHILE.** New Collection Presentation: Ruwaki, Charlin, Pure Cotton y Juanita de León.
Stand E25
- 12.00 h** **TETÉ & MARTINA.** New Collection Presentation.
Stand D22
- 12.15 h** **KAULI.** New Collection Presentation.
Stand B16
- 12.30 h** **BÓBOLI.** New Collection Presentation.
Stand B43
- 12.45 h** **FOQUE** New Collection Presentation.
Stand C15
- 13.00 h** Presentation
LIBRO BLANCO DE LA MODA INFANTIL Y LA PUERICULTURA.
Privalia y Asepri
FIMI CATWALK AREA
- 15.30 h** **MAMIMARIA** New Collection Presentation..
Stand A41
- 16.00 h** **PRESS MEDIA FIMI CATWALK**
FIMI KIDS FASHION WEEK 1 WITH SWIMWEAR
FIMI KIDS FASHION WEEK 2 WITH SWIMWEAR
FIMI CATWALK AREA



18.30 h

FIMI CATWALK.

FIMI KIDS FASHION WEEK 1 WITH SWIMWEAR
FIMI KIDS FASHION WEEK 2 WITH SWIMWEAR
FIMI CATWALK AREA

Saturday 20th juny

18.00 horas

FIMI CATWALK

FIMI KIDS FASHION WEEK 2
FIMI KIDS FASHION WEEK 1
FIMI CATWALK AREA



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