



## TRADE SHOWS

### Pitti Bimbo

FIONA COLEMAN AND ALLISON GOODFELLOW, WGSN 03.02.09

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### Apartment

**New this season is Apartment, a special section dedicated to brands characterised by innovation and a high market level.**

Pitti collaborated closely on the look and feel of the rooms with the 14 brands invited to exhibit. Located in the Lyceum building at the show entrance, there was guaranteed to be a lot of footfall.



Apartment

Designed by Iliara Marelli, the concept shows the brands in a **series of spaces that make up an apartment.**

The rooms, including lounge, kitchen, laundry, bedroom and music rooms were designed individually to suit the brands within.

In the carpeted public 'halls' there was an **intimate and refined atmosphere**; waiters served drinks at tables with candelabras and decoration, including gold lampshades, paintings and sculptures.



Aglini

D King/Dondup, D Queen/Dondup

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Bonnie Young



Anne Valerie Hash



Alberto Fasciani

There was an international flavour with seven Italian companies, three french, two from the US and one each from Belgium and the UK.

Some have previously shown at Pitti. Caramel Baby & Child, Bonnie Young and Inge Van Den Broek were in the New View section, whilst Lola Parker, Anne Valerie Hash and D-King/Dondup, D-Queen/Dondup have shown in other parts of the fair.

WGSN spoke with the exhibitors about their collaboration with Pitti, their thoughts on their room choice, ideas behind their autumn/winter collections **and what is inspiring them at the moment.**

Eva Karayiannis from British brand Caramel Baby & Child loves the new concept and specifically asked for the Kitchen. "A great atmosphere, very laidback and cosy which suits our old fashioned look," she said.

Known for great colour and retro prints it was no surprise to hear that Karayiannis is inspired by the **glamour of the 1950s and looking back to the 1970s** when she was a child. Her favourite colour at the moment is **lipstick orange.**



Caramel Baby &amp; Child



Caramel Baby &amp; Child



Inge Van Den Broek

Anne Valerie Hash, showing in the 'lounge', already had a strong idea for her room as her catalogue shoot was set in a gallery. "Apartment is a very fresh idea where companies can **express their individuality.** Pitti's concept of gold frames to display the collection fits in well with our couture vision."

When asked what inspired her at the moment Hash replied: "Colour - **blush and skin tones; Paris, our collection is always very**

**Parisian and Mary Poppins, my favourite film."**



Anne Valerie Hash



Anne Valerie Hash



Bonnie Young



Lola Parker



D Queen/Dondup, D King/Dondup

What works really well with the new space is that it fills a niche for innovative brands that have **outgrown New View and don't really have a natural home in any other section.**

Little Marc Jacobs, new to Pitti Bimbo, is located in the 'Wardrobe'. Decorated in white with black touches, it's minimalist setting best represents its modern, simple and colourful collection.

This is the brand's first time at a trade fair and judging by how busy the stand was, it has been a success.

The collection (the same pieces are sold worldwide) is for ages 2-12, with a few pieces for baby. There are three lines: mainline girls and boys collections which have **miniature versions of the adult catwalk collections** and a more commercial, less expensive range taking influences from a variety of sources and with items for both boys and girls.

The key look this season for boys is the smoking jacket partnered with comic book hero tees and jeans, and for girls intricate silk dresses with **oversized floral prints.**

Other newcomers to Pitti are Clair et Fonce, a newly launched Italian girlsweare label, which showed a beautiful knitwear collection inspired by fairytales and French couture label Jean Michel Broc, who this season has found literary historical reference in **Gone With The Wind.**

LITTLE MARC JACOBS



Little Marc Jacobs



Jean Michel Broc



Clair et Fonce'



Clair et Fonce'

The concept of **mixing clothing brands with more specialist and heritage companies works well.**

Grevi have been manufacturing hats since 1875 while the relatively young Italian shirting company **Aglini** is a specialist in its field.

French bag company **Miniseri** have a philosophy to rediscover and design school satchels while Gianni Barbato and Alberto Fasciani produce beautifully handmade footwear 100% in Italy.



Grevi



Miniseri



Aglini



Grevi



Gianni Barbato



Alberto Fasciani

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