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#fit016

FIT 0/16 Concept closes another winter edition with great new business in its boutique version

- The daily kids fashion shows were the event's main feature
- More than 3 thousand trade visitors visited FIT 0/16

FIT 0/16 Concept - International Trade Show for Baby & Children's Wear - was once more the showcase for retailers and major brands in the Brazilian children's fashion market and presented the Fall-Winter and Mid-Season collections in colourful kids fashion shows. The renowned trade fair for Latin American fashion trends, closed its 54th edition on Friday (8 November 2019) and received 3,008 retailers from all over Brazil and from countries such as Uruguay, Paraguay, Peru, Bolivia, Italy and Canada. The Trend Forum offered a series of exciting knowledge by expert speakers and manifested FIT 0/16 as an important networking channel to connect with the current trends.

According to Cassiano Facchinetti, managing director of the organiser, Koelnmesse Ltda. (Brazil), the idea of a new concept for the winter edition came after conducting a survey among both exhibitors and visitors. "Brazil is a tropical country with a milder winter. For that reason, we decided to make two different editions of the event and a Concept edition. For the summer edition in April 2020, we are going to keep the traditional format of the trade show held alongside with Pueri Expo, International Trade Fair for Baby & Childcare Products. With regard to the winter edition, we decided to make it as a boutique version, to bring a different experience to the visitors, in addition to finding the products they are looking for. It was a success!" he emphasises.

With an increasingly comprehensive look at market fashion trends, the great attraction of FIT 0/16 Concept were the fashion shows curated by Bazaar Kids Magazine, in addition to the high-level contents included in the conference program through lectures given by retail experts. "We believe this type of partnership strengthens FIT 0/16 as a fashion show event, aiming to bring the latest trends and news to all retailers," Facchinetti concludes.

High-qualified visitors joined FIT 0/16 over the three days of the event, which made the exhibitors very pleased as it generated lots of business opportunities. The Gato Mia Group, owner of the brands Petit Cherie, Vanilla Cream and Mon Sucre, says it was an additional opportunity to celebrate its partnership with FIT 0/16 and the company already has high expectations for the summer edition. "FIT 0/16 is part of my brands' history as we started our successful journey at the fair and we want to continue this partnership. This is a very special edition because we are celebrating 10 years of Petit Cherie. The event gives us the opportunity to make good contacts and we can close incredible business deals. The first day was amazing and our



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Your contact:
Renata Camargos
Tel.
+55 11 3874-0030
e-mail
r.camargos@
koelnmesse.com.br

Koelnmesse Ltda.
Francisco Matarazzo, 1752
Cj. 1704 / 05001-200
São Paulo (SP)
Brasil
Tel. +55 11 3874-0030
www.koelnmesse.com.br

Managing Director::
Cassiano Facchinetti

company's stand was busy. Congratulations to the organizers," Andreia Costa Gomes, creative director of Grupo Gato Mia, says.

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Newcomer brands also had positive results. "We are very satisfied as this is the first time we've joined FIT 0/16! We were able to show our Brazilian style to the visitors. The fair's responsiveness is amazing! I want to join as an exhibitor over the next editions to give colour and joy to little girls' life," says Neide Sabbo, director of World Colors, a shoes and accessories brand. The brand I Am ... Just For Little exhibited at the fair for the first time to present its latest launches and also gave a positive assessment. "We were surprised by participating in FIT 0/16 as it is a qualified event with lectures and fashion shows. We loved it! We made good contacts and are taking the opportunity to introduce our brand's concept. We focus on sustainable fabrics, because we felt the need to offer differentiated products in the market. This is our brand's image and we look forward to bring our launches for the next edition of the event," says Maira Ribeiro, partner of I Am ... Just For Little.

Janete Pinheiro, owner of the brand that bears her name, tells that her business history began with FIT 0/16. "I am very grateful for this partnership. This is the place where I make the most important sales and I am ready for the next edition," she says.

In addition to the exhibitors, FIT 0/16 Concept was also well assessed by its visitors, who had the opportunity to learn more about the latest news of the industry and take them to their own shops. "This is the first time I visit FIT 0/16, and I decided to join it after I heard good references from the event. I made new contacts, did good business and it was a great experience," says Francieli Gouveia, owner of the Amarelinha store in São Paulo. Grazielly Costa, Pinkninas storeowner also from São Paulo, noticed the new concept of the event. "I've had the impression that this edition of FIT 0/16 became more exclusive. The fair is cosier, the parades are very cool and I managed to close buying deals, which was my main goal," she says. The organization and the high-qualified exhibitors also surprised Hellen Santos, owner of Nina e Toni in Goiânia. "My specialty is the summer edition, as we are in a very hot region, yet I managed to make orders because our collections are balanced and bring options for all Brazilian regions," she emphasises.

Organised and promoted by Koelnmesse, the next FIT 0/16 Spring-Summer edition will be held in April 2020, alongside with Pueri Expo, International Trade Fair for Baby & Childcare Products. The edition, which already has 70 % of the spaces sold, counts with the confirmed presence of major brands such as Petit Cherie, Mon Sucré, Pituchinhos, Perfumaria, Avent Philips, ABC Desing and Dorel.

About Koelnmesse Brazil:

Currently, Koelnmesse organizes six trade fairs in Brazil: FIT 0/16 - children's fashion fair, which is held twice a year in São Paulo; Pueri Expo, International Trade Fair for Baby & Childcare Products - an event inspired by the world's largest children's fair "Kind + Jugend"; WellFood Ingredients, International Summit on Functional and Nutraceutical Ingredients and ANUFOOD Brazil, International Trade Show Exclusively for the Food and Beverage Sector, inspired by Anuga. ANUTECH BRAZIL, technology fair for the food industry, held in Curitiba, takes place every two years. Koelnmesse

Brazil office is in São Paulo and has a team with over 10 years of experience in organizing large events for various industries. The Brazilian branch is responsible for Koelnmesse's international events, as well as the future development of commercial activities in the country.

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The next events:

FIT 0/16 and Pueri Expo, São Paulo, Brazil, 23-26 April 2020
Kind + Jugend, Cologne, Germany, 17-20 September 2020

Note for editorial offices:

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Your contact:

Renata Camargos
Marketing Manager

Koelnmesse Ltda.
Tel. +55 11 3874-0030
e-mail: r.camargos@koelnmesse.com.br
Francisco Matarazzo, 1752
Cj. 1704 / 05001-200
São Paulo (SP), Brazil.

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