

No. 08, 2Pró Comunicação, March 2023, São Paulo-Brazil

FIT Fashion Collection brings to the runway the importance of preserving nature with elements that are trends in children's fashion



Curated by Bazaar Kids Magazine, the attraction - one of the most expected of the fair - will feature national and international brands brands such as Diesel, DKNY, Sato Kid, Luluzinha, Oliver and Mylu

Aimed at the B2B public, among professionals from large department stores, retailers, children's outlets, among others, the 56th FIT 0/16 - International Fair for the Children and Teen Sector, the biggest and most traditional event in the market with the main fashion trends for babies, children, and teenagers up to 16 years old, brings another edition of FIT Fashion Collection, with novelties, and a special look at what's trending.

Held for the sixth consecutive year with the curatorship of Harper's Bazaar Kids Magazine, for the first time, the parade will be signed by a set designer. Ricardo Ishihama is a carnival designer, responsible for creating allegories in major samba schools in Rio de Janeiro and São Paulo, and in charge of shaping the runway of organic lines and intense colors, whose theme is "Flowers Everywhere - The Enchantment of a Dream Garden", which highlights the importance of preserving nature and celebrating simplicity.

In the casting will be more than 50 models, from eight specialized agencies. It is worth mentioning that the organization received about 13 thousand composites from children from all over Brazil and abroad - United States, Canada, Spain, France, Portugal, Angola, Mozambique, Russia, and Australia. The fashion shows will be edited by Aline Vilhena, the beauty by Paula Sabbatini, and the soundtrack production by Will Dias.

According to Patrícia Favalle, the editor-in-chief of Harper's Bazaar Kids and responsible for curating the event, the public will be able to check the main trends in children's and teen fashion, especially fabrics with natural fibers and the shades elected for 2024/2025: Apricot Crush (pastel orange), Intense Rust (terracotta), Midnight Plum (dark purple), Cool Matchá (light green), and Sustainend Grey (silver grey).

But, for Patrícia, the trends go beyond colors, cuts, and textures. The specialist reinforces the importance of brands committed to responsible and honest practices, which increasingly encourage conscious consumption. "It is

urgent to invest in durable clothing and in correct production chains - which have social guidelines and are aligned with environmental preservation," she reveals.

FIT Fashion Collection, already has dozens of brands of great relevance to the sector. Among those confirmed so far are Luluzinha, Diesel, DKNY, Sato Kid, Mylu, Juliana D'Agostini, ONG Florescer, Projeto Cerzindo, Oliver, and the group from Gaspar with the brands - Quebra Cabeça, Kontrato, and Marô Modas.

"FIT is the biggest reference in the business sector aimed at the children's market. In addition, it is the only fair that brings fashion proposal in order to present trends and to invest more and more in the fashion circuit. The partnership with Bazaar Kids allows us to take to the visitors the perceptions of fashion made with ethics. I also believe in the power of having a program that includes consolidated Brazilian brands, international brands, an area for author brands, and even open space for NGOs", he concludes.

Koelnmesse Brasil, organizer of FIT 0/16 and Pueri Expo, expects to gather more than 300 exhibitors and receive more than ten thousand visitors from 24 countries, with business turnover of around R\$ 2 million.

Registration for visitors and shopkeepers from the children's sector is free and must be done in advance at the following address:

<https://www.euvou.net.br/FIT016EPUERIEXP02023/home>

Partners of FIT 0/16: ONG Florescer, ONG Cerzindo, Associação Brasileira do Varejo Têxtil (ABVTEX), Sindicato das Indústrias do Calçado e Vestuário de Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System.

Partners of Pueri Expo: ONG Florescer, ONG Cerzindo, Associação Brasileira do Varejo Têxtil (ABVTEX), Sindicato das Indústrias do Calçado e Vestuário de Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System, Talu Concept, Compare Baby, EP Grupo.

Service:

FIT 0/16 e Pueri Expo

Date: April 24-26, 2023

Schedule: 10am to 7pm

Place: Expo Center Norte - Red Pavilion

Address: Rua José Bernardo Pinto, 333 - Vila Guilherme, São Paulo, Brazil

Accreditation: <https://www.euvou.net.br/FIT016EPUERIEXP02023/compra>

Free Transfer:

Metrô Tietê - Rua Marechal Odylio Denys, 138 - Metrô Tietê, São Paulo - SP, 02010-000

Centro - Hotel Normandie - Av. Ipiranga, 1187 - Centro Histórico de São Paulo

About FIT 0/16

The FIT 0/16 Fair is the main fashion fair of the children's sector in Latin America. With fashion and clothing trends for babies, children and teenagers up to 16 years old, as well as layette, furniture, decoration and much more, the fair, aimed only at retailers from all over the country, has attractions such as fashion shows, lectures, stands, trend forums and consultancies.

About Pueri Expo

Pueri Expo will be held simultaneously, the only and exclusive fair focused on the childcare sector in Brazil, which develops products dedicated to the well-being, health and safety of babies. The fair will bring together exhibitors focused on light and heavy childcare, with several novelties in the market, including car seats, feeding seats, baby carriers, layette, toys, safety products, furniture, decoration, hygiene and baby care, in addition to a grid of more than 160 hours of attractions.

About Koelnmesse

Global Competence in Furniture, Interiors, and Design: Koelnmesse is the world's largest fair organizer in the areas of furniture and lifestyle. In the Cologne trade fair hub, the leading international trade fair imm Cologne, as well as the LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind+Jugend events are among the world's leading industry meetings for their sectors. In recent years, Koelnmesse has added international trade fairs in the most important and rapidly expanding markets to its portfolio. These include idd Shanghai, interzum Guangzhou in Guangzhou, and Pueri Expo in São Paulo. With ambista, the online portal for interior business, Koelnmesse offers direct access to products, contacts, expertise, and events relevant to the industry throughout the year.

Note to editors

Photos from FIT 0/16 and Pueri Expo are available for download at

<https://www.fit016.com.br/galeria-de-fotos/>

<https://www.pueriexpo.com.br/galeria-de-fotos/>

Videos of FIT 0/16 and Pueri Expo are available for access on the sites

<https://www.fit016.com.br/galeria-de-videos/>

<https://www.pueriexpo.com.br/galeria-de-videos/>

FIT 0/16 and Pueri Expo on social networks:

Facebook: www.facebook.com/feirafit016 |

<https://www.facebook.com/pueriexpo/>

Instagram: www.instagram.com/feira_fit016 |

www.instagram.com/pueriexpo

LinkedIn: www.linkedin.com/in/fit016/ | www.linkedin.com/company/feira-pueri-expo/

YouTube: <https://www.youtube.com/channel/UCwINoAN6brd-LdlaLXX3DMw>

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