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## The children's fashion trade fair FIT 0/16 braves the crisis in Brazil and manages a turnaround with its fall-winter edition

- 12 percent more trade visitors
- More than 65 Brazilian and international brands for children's fashion and products
- 82 brands have already confirmed their participation in the 49th FIT 0/16 and the 2nd Pueri Expo in May 2017

In its 48th edition, FIT 0/16 reinforced its position as the largest international trade fair for baby and children's clothing in Latin America. Over the period of three days, more than 65 Brazilian and international brands presented the latest products and trends in São Paulo for the cooler seasons. With great success: 3,212 trade visitors (+ 12 percent in comparison to the previous year) from Brazil and Latin America used the diverse offering of FIT 0/16 Fall-Winter as an attractive business platform for profitable relationships. "Against the background of an overall difficult economic situation in Brazil, it was our ambition to focus with FIT 0/16 on the currently existing business possibilities in the country. Apparently we succeeded in this. That we even achieved a turnaround in terms of visitor numbers shows that the industry can still expect a lot from FIT 0/16 in coming years", emphasised Denis Steker, Vice President International of Koelnmesse GmbH.

Koelnmesse assumed responsibility for the organisation of the traditional children's fashion trade fair in 2015. The FIT 0/16 spring-summer edition, that happens as a trade fair duo with Pueri Expo, a spin-off event of Kind + Jugend in Cologne, achieved top results and presented Brazilian and international brands from the segments of children's fashion, baby gear and toys. The now finished fall-winter edition of FIT 0/16 primarily gathered the Brazilian kids fashion industry and reached out to the most important buyers from all Brazilian federal states and neighbouring countries. FIT 0/16 attracted more than 10,000 trade visitors in 2016, so the first annual cycle of both editions under the management of Koelnmesse closed with very good results.

Ahead of the competition, the two editions of the event positioned themselves as central business meeting points and trend hotspots in South America that create a convincing trade fair experience and inspire the loyalty of important companies with quality and valuable content. "We have rapidly increased the number of partners and now cooperate with the most important fashion associations of the country and



FEIRA INTERNACIONAL DO SETOR  
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internationally recognised children's fashion magazines", emphasised Cassiano Facchinetti, CEO of Koelnmesse in Brazil.

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In addition to international brands like Calvin Klein Jeans, Oxo Tot, Avent, Graco, Pottete and Mamypoko (from the USA and Japan), leading local brands like Animê, Pituchinhu's, Inquérito and Petit Cherie were also represented at the event. Brands like Kidsplash, Mini Lady / Mini Lord, Nuvem 9 and Chiara Baby presented their collections and new products for the first time at FIT 0/16. "We were able to welcome 20 new brands in this edition. For 2017 we will present the fall-winter edition with a new concept that will further enhance the brand and fashion experience", Cassiano Facchinetti announced.

Good market forecasts and the positive trade fair response strengthen the commitment of Koelnmesse in Brazil. Inteligência de Mercado (IEMI), the research partner of the trade fair, presumes growth in the children's fashion business in Brazil in 2017 according to its initial projections from its annual study. According to these, 1.5 percent more items of clothing for children are likely to be sold, which will result in 6.5 percent more revenue for children's fashion.

Many providers reported the conclusion of good sales. Visitors praised the event as a source of inspiration for the industry and as an important business meeting point:

Katiana Deggau, Sales Manager of Up Box, was pleased at the successful trade fair premiere: "We were very satisfied with our initial participation in FIT 0/16, especially due to the closed business deals during the event. We supply both large retail chains and small retailers with customer-specific shop equipment in the packaging segment. Today the fashion industry makes up 25 percent of our business, which means that there is also enormous potential in the kids' fashion business."

Bruna Pagliarini, stylist from Pituchinhu's, emphasised the shopping experience offered by FIT 0/16 not only to shop owners: "This is only possible during FIT 0/16. That's why we pay special attention to the presentation of our collections here and are interested in the continuing development of this meeting point for the children's fashion business."

Vera Calegari, owner of Biah Baby, also draws a very positive conclusion about the trade fair: "FIT 0/16 exceeded our expectations with this edition. As a result of the current market situation in Brazil, we had considerably fewer visitors than anticipated, but our stand was very well-attended. We were able to present our new brand to many new customers who weren't yet familiar with our products."

### **Supporting programme**

The custom-fit supporting programme of FIT 0/16 met an overwhelmingly positive response from exhibitors and visitors: the Trend Forum was well-attended at all presentations and an expansion for the coming events is planned. High quality speakers like Patricia Favalle, Editor-in-Chief of Harper's Bazaar Kids, Carla Bufalino,

Visual Merchandiser at Pampili and Patrícia Souza from Use Fashion inspired their listeners with talks on trends and market developments. Many other activities, for example, the exhibitor consulting on branding and fashion marketing provided by Voulez Consulting, the webinar series developed by Makros Resultados and Octavio Rocha, as well as seminars and workshops from branch experts from fashion and sales also attracted many visitors. They illustrated the great interest of both exhibitors and visitors in the ideal networking of industry leaders and marketing experts. "Thanks to the know-how of Koelnmesse, FIT 0/16 is now much more than an exhibition venue. In addition to order business, the event offers retailers the possibility to professionalise themselves and acquire new knowledge about trends and sales", according to Cassiano Facchinetti, CEO of Koelnmesse in Brazil.

#### **May 2017: trade fair duo of FIT 0/16 and Pueri Expo**

The 49th FIT 0/16 will take place once again together with Pueri Expo from 26-29 May 2017 in São Paulo. Pueri Expo is a satellite event of Kind + Jugend, the world's leading trade fair for children and toddler outfitting, which is organised annually in Cologne. Important international brands like Maxi-Cosi, Safety 1st, Trunki, Ergobaby and ABC Design have already confirmed their participation in the trade fair duo of FIT 0/16 and Pueri Expo, as have the major national industry players Buba Toys and Divicar children's furniture, as well as more than 40 additional children's fashion brands. FIT 0/16 and Pueri Expo cover the entire product range of Brazilian and South American baby and children's stores in a complementary fashion.

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#### **Note for editorial offices:**

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**Koelnmesse - Global competence in furniture, interiors and design:**

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne, as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living, as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include Rooms Moscow/Moscow International Furniture Show, the China International Kitchen and Bathroom Expo (CIKB) in Shanghai, furniPRO Asia in Singapore and Pueri Expo in São Paulo.

Upcoming Koelnmesse children sector trade fairs:

**49. FIT 0/16 + Pueri Expo**

26.-29.05.2017, Expo Center Norte, São Paulo, Brasilien

[www.fit016.com](http://www.fit016.com)

[www.pueriexpo.com](http://www.pueriexpo.com)

**Kind + Jugend**

14.-17.09.2017, Koelnmesse, Köln, Deutschland

[www.kindundjugend.de](http://www.kindundjugend.de)

**China Kids Expo**

18.-20.10.2017, Shanghai New International Expo Centre (SNIEC),

Shanghai, China

[www.chinakidsexpo.com](http://www.chinakidsexpo.com)