



Press Conference
Date 22/06/2023, 11:00 am
Pitti Immagine Bimbo, Sala alle Costruzioni Lorenesi, First Floor

CHILDREN'S SHOW, THE NEW INTERNATIONAL FASHION FAIR FOR BABIES AND KIDS DEBUT IN NEW YORK

On February 11 and 12, 2024 60 of the world's best companies will meet in Manhattan in an event organised by IGECO Usa, the American branch of Deutsche Messe AG and Italian Exhibition Group SpA. Ente Moda Italia will represent in exclusive the participation of the Italian companies

Milan, June 2023

Children's fashion has a new overseas destination: the major international fair dedicated to the sector, the *Children's Show*, is scheduled for next year in New York on February 11-12, 2024 in a prestigious location in the heart of Manhattan. An event which intends to host the Children's fashion community in a single appointment created by the Show Director Virginia Zingone and organised by IGECO USA, the American branch of Deutsche Messe AG and Italian Exhibition Group SpA. 60 of the best companies at an international level will take part in the Children's Show and all categories will be presented: infant, toddler, teenager, ceremonies, denim, footwear, gift, resort and swimming collections... in an exhibition which aims to attract buyers from the most prestigious boutiques and major department stores of the United States. Furthermore, in the days of the fair anticipated by a large opening event, a busy calendar of talks and fashion shows is planned.

“A show for children, since its name, anticipates the rich proposal of its offer and its goal is to express children's fashion in all its aspects declinations, including lifestyle and maternity, inseparable categories in most family concept stores,” says the show director Virginia Zingone.

“Today, wholesale with its widespread distribution is of fundamental importance for small and medium-sized Italian fashion companies. In this sense, trade shows and exhibitions are essential tools for effectively penetrating an interesting but also complex market, such as the USA one”, added Alberto Scaccioni, CEO of Ente Moda Italia.

Furthermore, the event will be eco-responsible in most of its aspects: not only the decorative elements will be reused and recycled in each next edition but collaborations with local companies will be privileged and also with partners with the same approach environmentally friendly design.

The Children's Show is organized by IGECO USA, the US branch of world-leading trade show organizers Deutsche Messe AG and Italian Exhibition Group S.p.A. Deutsche Messe has been uniting exhibitors and visitors since 1947. With over 100 trade shows around the

CHILDREN'S SHOW

globe, it organizes trade shows in eight countries. Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milano, has been organizing trade shows for over 50 years and organizes trade shows in seven countries. Innovation and networking capabilities are our cutting-edge corporate asset to offer concrete business opportunities, high-value content and services at a local and international level.

EMI Ente Moda Italia will represent in exclusive the participation of the Italian companies in the new trade show appointment. EMI, created on the initiative of the Florence Center for Italian Fashion and Sistema Moda Italia, promotes and enhances Made in Italy by organizing the participation of Italian companies in important fashion events abroad (Moscow, New York, Seoul, Almaty, Tokyo and Hong Kong).

The protagonists of this new event are the Chairman Tommaso Cancellara, Francesco Santa International Business Development Director, Laura Ponzoni International Business Development Manager and Marco Carniello Global Exhibition Director of the Jewellery & Fashion division of Italian Exhibition Group Spa. Virginia Zingone is the show director of the event.

Virginia Zingone is the fourth generation of the historic children's fashion company, Zingone. In 2012 imported the famous American brand Carter's OshKosh in Italy. In 2014 created her own children's collection and in 2015 became the European organizer of the Children's Club-Informa. In 2021 opens her showroom in Manhattan for Italian excellences in childrenswear (IKB), the step to conceive a Children's Fashion fair in NY, which will realize in 2023 with IGECO USA, the "Children's Show NY", becoming the Show Director.

Marco Carniello is Global Exhibition Director of the Jewellery & Fashion division of Italian Exhibition Group Spa. Before entering the exhibition sector, Marco Carniello worked in consultancy for Accenture and Bain & Company, in revenue management in London at Avis Rent a Car and as commercial director in the urban mobility accessory sector in a private equity in Milan. A management engineer by background, Marco then obtained an MBA from IESE Business School in Spain.

Alberto Scaccioni is General Secretary of the Florence Center for Italian Fashion (CFMI) since 2001 which, founded in 1954, is the holding company at the head of the CFMI exhibition group, owner of the operating companies Pitti Immagine srl and EMI Ente Moda Italia srl. Since 2006 he has also been the managing director of Ente Moda Italia, a company that organizes the participation of Italian companies in important fashion events abroad.

Contacts:

virginia.zingone@childrenshow.com

tommaso.cancellara@childrenshow.com

laura.ponzoni@childrenshow.com

Press Office: Guitar - childrenshow@guitar.it