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BRITISH BRANDS
welcome back to
PITTI

11-13 JANUARY 2022

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UKFT is delighted to be bringing a significant part of the best of British menswear and childrenswear to Pitti Uomo and Bimbo in January 2022.

While we are all learning to live with the on-going challenges of Covid-19, British businesses are resilient by their nature and the companies which have committed to this January edition are showing that, against all the odds and challenges, they are determined to show at Pitti if they possibly can. They are quite rightly passionate about their products and services and UKFT is proud to be working with them at this leading international tradeshow for the industry.

We are especially grateful to the Department for International Trade and DIT Italy for supporting this group of GREAT British exporters as well as the international buyers and press who, we hope, will join us on this journey as we say "Welcome back to Pitti"!

Paul Alger MBE, International Business Director at UKFT



PITTI BIMBO

BLADE & ROSE
CUTE CUTE
ELIZABETH EMANUEL
ESTAR BRANDS
FRUGI
ILLYTRILLY
JULIAN MCDONALD
MIMI & LULA
MINI-LA -MODE
PIGEON ORGANICS

Sala delle Nazioni
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bladeandrose.co.uk
cutecute.co.uk
estarbrands.co.uk
estarbrands.co.uk
frugiwholesale.com
illytrilly.com
estarbrands.co.uk
mimiandlula.co.uk
mini-la-mode.com
pigeonorganics.com

List update as of 23rd December 2020. Due to Covid, not all companies may be at the show.



BLADE & ROSE

Blade & Rose is a British children's clothing brand specialising in a trendsetting range of leggings and clothing accessories. Central to the collection are leggings with their own unique and trendy design on the bottom, created using quality durable and functional fabrics that wash well and are soft and kind to babies' skin.

www.bladeandrose.co.uk

[@bladeandrose](https://www.instagram.com/bladeandrose)

CUTE CUTE

Cute Cute was established in 2012 and is a family-run business specialising in accessories for babies and children that are handmade in the UK. The brand was founded by Magda Haroon, mother of two based in Wilmslow, Cheshire. Magda and her team of local mums are dedicated to producing high quality hand-made baby girl accessories. Each and every item is carefully designed to follow the latest trends and is unique and different – just like your precious little ones.

www.cutecute.co.uk

[@cutecuteboutique](https://www.instagram.com/cutecuteboutique)

ELIZABETH EMANUEL

Estar Brands is launching Elizabeth Emanuel Kids collection, a range influenced by the designer herself who became a favourite of Lady Diana Spencer and who was selected to design Lady Diana's famous wedding's dress. The range is elegant, creative, quirky with a lot of heritage. The collection captures the combination of fabrics with rich embroideries, layers. Let your children express themselves with this unique handwriting. The range is for boys and girls from 0 to 16 years old.

www.estarbrands.com



FRUGI

Frugi is a sustainable brand that has a story to tell and a mission to accomplish - to show that superb design, great ethics and passionate people can help to change the world! Frugi uses GOTS certified organic cotton grown by farmers they trust, their outerwear is made from recycled plastic bottles and they are always exploring new ways to innovate.

Frugi donates 1% of their turnover to charity each year, supporting charities that are making a positive difference to the lives of little ones and partnering with Eco-Schools to inspire the next generation of eco heroes. In the Frugi range you'll find everything from super soft organic cotton babygrows to co-ordinating outerwear and accessories, as well as lots of great gift ideas.

www.welovefrugi.com

[@welovefrugi](https://www.instagram.com/welovefrugi)

ILLY TRILLY

Once upon a time there was a dream. Illytrilly was born in Italy in 2010, right after the birth of the founder's baby girl and a box full of colourful sewing threads. The brand specialises in leather fun accessories for little ones and grown-ups. The founder – mum and designer, originally from Italy living in London – wanted to design fun accessories for girls-thinking of the beauty and quality that every girl deserves; pieces that will last over time. Illytrilly brings a contemporary touch to hair accessories, full of sparkles, fluffy creatures, and pastel colors. Presenting two seasons a year plus a few small stardust capsules collaborations, the creativity continues to encapsulate a unique design aesthetic, all Made in Italy.

www.illytrilly.com

[@illytrilly](https://www.instagram.com/illytrilly)

JULIAN MACDONALD

Known for his ladies' couture dresses Julian MacDonald has been tagged as the "King of Glamour" and now Estar Brands is creating new children wear collections Julian Macdonald kids were daring, feminine, personalities and confident can be discovered. The collection also offers a sporty, abstract approach to day-to-day wear for your little ones. Fun, anticipated and adventurous resonate for this range. The collection is for boys and girls from 0 to 16years old.

www.estarbrands.com

MIMI & LULA

MIMI & LULA is a stylish and playful kids' accessories brand founded in 2017 by Natasha Hodson and Nicola Byrne, with accessories designed to let kids express their personalities with flair and style. Whether it's dress-up, parties, play or just a school day, at MIMI & LULA our aim is always to charm, dazzle and delight. And with one eye on quality and the other (that's the winking one) on having fun, you can always count on the brand to raise a cheeky smile in every girl and her mum.

www.mimiandlula.com

[@mimiandlula](https://www.instagram.com/mimiandlula)

MINI-LA-MODE

Mini-la-Mode was founded by Fee Drummond whose career in fashion, design and handmade collections spans over a decade. While pregnant with her son and setting up her nursery, she noticed that high quality handmade baby clothes and bedding with nostalgia of traditional English style were not easy to find.

The brand's baby clothes are made from the highest grade of hand-picked Peruvian pima cotton available, which is 100% certified for its premium quality. True Pima cotton is an unrivalled soft and silky fabric, and is therefore perfect for precious new born skin. It also allows skin to breathe naturally which is essential for regulating a baby's body temperature.

www.mini-la-mode.com

[@minilamode](https://www.instagram.com/minilamode)

PIGEON ORGANICS

Always beautiful, always ethical, always organic. Pigeon Organics offers a unique collection for babies and children up to 8 years. In an ever changing world, the brand is focused on a few fundamental values - designing and creating beautiful collections for small people but also caring about where the cotton comes from, who makes the clothes, who sells them and who wears them.

Pigeon's beautifully soft cotton is 100% organic and clothes are made in a small number of factories which adhere to fair labour practices. Almost the entire range is certified by the Soil Association in accordance with GOTS (Global Organic Textile Standard).

www.pigeonorganics.com

[@pigeonorganics](https://www.instagram.com/pigeonorganics)



UKFT Global Brands at Pitti Uomo & Pitti Bimbo

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