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## Flying the flag for sustainable comfort

Along with a focus on sustainable production, this season's Pitti Filati offered a range of natural yarns geared towards comfort and well-being. Angela Cavalca reports from Florence

**M**ore than 4,400 buyers from over 50 foreign countries attended the 86th edition of the Pitti Filati trade fair showcasing the new Spring/Summer 2021 yarn collections of 137 brands.

Among the 1,800 foreign buyers - up 3 per cent - the best performing countries were the United Kingdom, Germany, Russia, the United States, Japan, Switzerland and Turkey.

According to the recent figures presented by the textile and fashion federation Sistema Moda Italia, the Italian knitwear industry recorded a positive export level in 2019 both for women (+12 per cent) and men (+16,7 per cent).

Following the trend, the impact on the yarn fair was satisfactory enough as Raffaello Napoleone, CEO of Pitti Immagine declared: "The comments and feedback we collected from exhibitors and buyers are all positive. As usual a very high level of research and creativity was registered, a strong awareness of market demands and, at the same time, of the most sustainable production processes, a sphere in which the pre-eminent yarn manufacturers are always pioneers."

Currently the most creative knitwear is the most requested and creativity and sustainability are moving in the same direction. The main mills presented to the visitors their commitment towards a sustainable future in all steps along

the supply chain, through clear communication to the customers, publications and brochures listing the certifications and the steps undertaken in recent years.

Increasingly positive feedback came from customers visiting the different areas available at Pitti Filati such as Knitclub, Customeasy and Sustainable. At Fashion at Work, meanwhile, Stoll and Shima Seiki showcased their latest technologies dedicated to customization in the world of luxury knitwear. Elsewhere, a special catwalk presented the final works of the students on the Master's course in "Creative Knitwear Design" of the Accademia Costume e Moda and Modateca Deanna.

Pitti Filati Trend Area



# ALESSANDRA PRAUDI

## Bespoke Press Relations

### Trends

Following the main Pitti Imagine winter trade shows theme "Show Your Flags at Pitti", the main trend at the Spazio Ricerca was about "United Yarns" presented through six different perspectives and expressing the tradition and identity of Pitti Filati and its exhibitors: Orient, Wave, Twinning, Heraldic, The Moon And The Stars, and NGO. Under the artistic direction of the fashion designer Angelo Figus and knitwear expert Nicola Miller, with layout by Alessandro Moradei, the trend area showcased a variety of inspiring knitted fancy flags together with colourful yarn samples.

The season highlights the necessity of well-being and comfort on the body with natural fibres such as cotton, linen, silk also blended with soft wools and cashmere and with high-tech performing yarns. The thin inter-seasonal merino wool yarns have a vintage-chic flavour and highlight their multifunctional use, natural elasticity and biodegradable characteristics. Fancy aspects emerge with colourful combinations and graphics, printed yarns, crispy surfaces inspired by nature, voluminous bouclé aspects in contrast with elegant compact and stiff structures that recall weavings.

Pitti Filati always represents a laboratory of experimentation and the mills increasingly offer bespoke solutions. The primary common message is the ethical code and some projects look forward to the important step that envisions consumers and companies as responsible allies for a better future.

The palettes suggest natural, nude and minimal summer hues, bright fresh florals, green shades inspired by nature, water tones as well as a range of unisex colours. The new darks and new blacks convey an elegant mood and the coral, red, purple and yellow tones add brightness to the knitwear.

### Yarns

Looking at the Spring/Summer 2021 collections and considering the importance of well-being alongside the attention to the environment, Monticolor has invested in research in recent years and has introduced the new yarn FeelFine made with a pure soft and clean pilling-free organic cotton. The spinning

Pitti Filati OKD Fashion Show



Monticolor FeelFine



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technique improves its qualities making it thinner and more regular, suitable for all sectors, from flat knitting to jersey, from cotton to sock knitting. The organic cotton is tested GMO-free, resistant to washing and is available 76 colours.

A wide range of cotton yarns have been developed by Italian mills as lafil, which presented two collections. All the gauges of the classic cotton yarn Puro are made with organic material (counts Nm 2/100 3/100 4/100 and 2/100 x 12) and for 3D effects lafil presented the cotton net Newport. Among the new entries the 100 per cent linen Bio Flax Nm 2/40 has been created with a nod to women's knitwear, Crespo di Canapa is a pure hemp with a particularly grainy texture and Dandy made with Mulberry schappe silk and linen with a sturdy hand and a silky brightness. All the swatches

### Stoll at Pitti Filati

Flat knitting machine builder Stoll was at Pitti Filati with a booth in the Fashion at Work section which, as well as featuring the company's flag under "Show Your Flags" trend, also offered the ideal opportunity for Stoll to host seminars for designers who are curious to understand how the latest ADF technology contributes to product innovation. Stoll was also showcasing its recent trend collection, Materialization, with which the company says it has broken new ground in terms of design, materials and processing. In doing so, Stoll says it faced the challenge of using difficult-to-knit materials and processing them in the best possible way. Although mainly using ADF technology, other machine types were also utilized to demonstrate the versatility of the company's machines and technology. The collection was first exhibited at ITMA Barcelona.

#### Highlights included:

- New opportunities in knit and wear thanks to the latest ADF technology - the new ADF 830-24 ki knit and wear combines many knitting techniques such as reverse plating, STOLL-weave-in, and STOLL-ikat plating - not previously possible in the field of knit and wear.
- Foreign- and difficult-to-knit materials - in this collection, unusual yarns or materials were processed for the flat knitting sector. For example, cut plastic foil was used as well as polypropylene tapes from the food industry. The Stoll machines easily processed these materials and others.
- Ribbon yarns were inserted using a special unwinding device - ribbon yarns tend to spin in the knitting process. The special unwinder used bypassed this problem, and Stoll was able to achieve the desired effects.

of the collection are washed using the special WashingBalls and Brushing Balls by Sergio Sala spheres in the R&D project promoted by the company.

Manifattura Sesia extended its cotton collection and replaced the material with organic cotton in the yarns such as Bio Shake, Bio Velvet and Bio Rugiada. Shine, glitter lurex and sequins pervade the season's trends with lights and colours in the Red Carpet and Violette yarns.

Following the interest for the transparent thermosetting fibres, the mill presented the new combination with cotton and silk knits as well as with lurex.

Nearly 75 per cent of the Filpucci collection is composed of sustainable and certified yarns, designed with a low-impact concept and with a multitude of youthful, dynamic innovations. There are new organic cottons as the ribbon Baco and recycled linens as Linum, virtuous fibres such as the hemp Ginko, silk and Tencel blends, ultramodern viscose as Gabardine suggested for male jackets. The company also presented Re.VerSo Take Back, the new sustainable and

traceable sourcing option which gives new life to dismissed knits and garments and involves consumers as active players of circular economy processes.

The highlights of the season from Lineaplù are the Cupro yarns such as Kaia, the bio-cotton with recycled nylon Resource, viscose and inox yarn for metallic effects and Sharon, with elastic lurex for nocturnal sparkling effects.

Lanificio dell'Olivo presented 13 new fancy yarns and revisited the colour palettes as well as the sample presentation. The four yarn families of the collection are focused on organic cotton in the yarns Rear and Remix, organic linen such as Clare, Grunge and Nature, PET polyester obtained from recycling plastic bottles for iridescent and fluid surfaces and bright effects with lurex in the viscose blends.

Among the wool specialists Zegna Baruffa Lane Borgosesia developed the project 'La Lana d'Estate' (The Wool in Summer) in collaboration with the Woolmark Company to enhance the natural characteristics of Merino wool for

Lanificio dell'Olivo Cotton+Season



Lanificio dell'Olivo Special Bright 1806



Zegna Baruffa Bergamo Eco Dyeing Macal Free Chlorine Free

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Pitti Filati



Tolleigno 1900  
Harmony 4.0 silk.

yarns with exceptional breathability, lightness and adaptability suitable for all seasons, which also highlights the importance of creating durable products.

Focused on sustainability and less toxic products the collection has been enriched with new yarns such as Levante, which is chlorine-free dyed with eco and metal-free colours. Throughout the wide range of merino yarns, from 210.000 to 280.000 counts, different finishing has been conceived with the H2Dry treatment not only for sportswear items but also to obtain silky aspects.

Tolleigno is preparing to celebrate the important milestone of 120 years of activity and the new collection was inspired by the concept 'Wool Universal Code'. Focusing on some of the yarns that are emblematic of the company's evolution, creativity gave life to iconic yarns like Harmony 4.0 with the innovative friendly technology of the Washing Balls and Brushing Balls method by Sergio Sala commercialized by Iafil Spa has also been applied to the yarns of this collection.

Botto Giuseppe is constantly expanding the range of sustainable yarns of the Naturalis Fibra collection processed in the factories in Vallemosso and Tarcento. The undisputed leaders of the collection are wool also blended with silk, wool crepe, with a dry summery hand, linen, silk and the light all-season's cashmere. Recently the company has received RWS certification (Responsible Wool Standard) for all its products, yarns, fabrics, and jerseys.

title for the summer collection from Cariaggi which highlighted the possibility to mix the hues of the colour palette, from the intense shades to the fresh pastels, with the introduction of the so-called new blacks. The new cashmere



Todd & Duncan SS21  
Cotton Naturals.



Giuseppe Botto SilkButterfly Nem2 80.

blends with silk, wool or linen are turned in finer counts thanks to different raw material processing. Bright aspects have been created with lurex and sequins added to yarns such as Euphoria, Goccia, the linen/silk blend Glint.

Inspiration for the Todd & Duncan colours and knits comes from Cornwall and the works of a group of artists.

Among the new 17 summer colours Raven is the new casual black to look for. After the last winter season successful undyed Cashmere Naturals, the mill presented the new group Cotton Naturals, a twisted blend, made with an undyed GOTS organic Egyptian cotton and the undyed cashmere yarn. Within the Cashmere Marks the company showcased 'The Chalks', which are a subtle bi-colour combination of pastels with white. 'We are Lanecardate' was the motto of Lanecardate presenting to visitors its sustainable commitment and CSR to underline not only the high quality of the yarn offer but also the importance of the persons that contribute every day to the production of sustainable yarns.

Customers received a clear description of the traceability and certifications of the yarn production. Among the new sustainable yarns presented were, Active (70% superfine wool and 30% Tencel) with biodegradable, mulesing free and natural comfort characteristics and the natural elastic pure fine wool Jazz Powerwool 21 micron. KTJ

### Shima Seiki at Pitti Filati

Shima Seiki Italia, the Italian subsidiary of Japanese computerized knitting machine manufacturer Shima Seiki participated in the Fashion At Work section during the show, offering hardware and software solutions for design, manufacturing and processing of knitted goods.

Machines exhibited included the MACH2XS WHOLEGARMENT machine as well as the SFG20 glove knitting machine. The flagship MACH2XS WHOLEGARMENT knitting machine features such innovations as the original SlideNeedle on four needle beds as well as the company's patented spring-loaded moveable sinker system.

As Shima Seiki notes, this machine can knit beautiful, high-quality 3D items with dimensional structures and details that are unique to WHOLEGARMENT, all with very high efficiency while minimizing dependence upon labor-intensive sewing and linking.

Produced in its entirety on the knitting machine, WHOLEGARMENT is sustainable knitwear that consumes only the minimum amount of materials required for that item.

SFG20 carries on Shima Seiki's glove knitting machine manufacturing tradition with its original sinker knitting system, but this time in ultrafine 21 gauge. New features such as a removable needle selection drum and belt-driven carriage improve productivity and ease of maintenance, the company says.

Continuing from the last edition of Pitti Filati, Shima Seiki also collaborated with Italian designer Vittorio Branchizio and several Italian yarn companies for producing knitted garment and glove samples especially for the show.

Also on display was Shima Seiki's new S050NE APEX4 design system, the fourth generation of its series and the most powerful, most efficient APEX to date. Processing speeds for programming and simulation are improved by up to 600 per cent compared to the previous generation for quicker response especially in virtual sampling.