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A special report on 10 emerging stars in fashion, beauty and the c-suite.

Paris Preps

The men's caravan moves on to the City of Light as designers put the finishing touches on fall with influences ranging from modern life to memory. Here, **Dries Van Noten** gets warmed up.

M Agenda, p. 14



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EUROPE	€11	INDIA	₹600

HOME - MILL ADVANTAGE

BY JOHN JAHN



YARNS THOUGHT
AND
PRODUCED IN ITALY



for sustainable
fashion

ITALIAN SPINNERS
ARE OFFERING
SPECIALTY YARNS
TREATMENTS AND
BLENDS AS A
WAY TO BATTLE
CHALLENGES IN
THE SECTOR.

Italian yarn-makers, set to showcase their spring 2017 collection at the Pitti Filati yarn fair, slated for Jan. 27 to 29 at the Fortezza da Basso in Florence, are confident that the outlook for the sector is improved despite challenges like the difficult Chinese economy.

Italian yarn exports dropped 4.1 percent in the first three months of 2016 to 11.6 million euros, or \$12.6 million at current exchange, according to Italian fashion and textile consortium Sistema Moda Italia. One highlight was exports to Hong Kong of carded wool yarns and combed yarns, which grew 45.6 and 51 percent, respectively.

Raffaello Napoleone, chief executive officer of organizing body Pitti Immagine, emphasized the relevance of bringing production back to Italy. "Rebirth is important in Italian fashion, especially for spinning," he said, adding that many international buyers were returning to Italy rather than acquiring yarns in countries with lower labor costs, like China.

The fair's last edition in July presented 165 exhibitors to 4,150 buyers, a number Napoleone expects to increase slightly.

Napoleone and other executives expect the nation's business sector to improve in 2016 compared to last year, owing to a recovering Italian economy and growing fashion exports over the past few seasons — but they concur:

"The winter season went pretty well in both here, especially in markets such as Japan and the U.S., but the difficulties of the Chinese economy are creating a slowdown in the luxury market and I think this trend will continue in 2016," said Silvio Botto Pudda, coo of premium yarn maker

Botto Giuseppe, which specializes in silk, cashmere and superfine wool. Botto Pudda said company revenues in 2015 were close to 60 million euros, or about \$65.7 million, of which 40 percent were achieved abroad. He noted knitwear grew by double digits in the last year and could continue to rise further in 2016.

At Pitti Filati, in addition to classic-silk, Botto Giuseppe will show light yarns with 3:0 effects in low counts, as well as linen compositions with Lanes specially mixed with cotton and wool.

EUROPEAN CHALLENGES. **CEO FULVIO DI PIERI** said he was upbeat about the first half of 2016, thanks to the company's progressive growth in recent years and a more solid Italian market in 2015.

He said strategies implemented in the last three years laid the Italia-based spinners "to achieve important goals, such as opening new markets and developing partnerships with companies that share our product vision."

"The firm will continue its collaborations with Loro Piana and the headquarter firm in Yamamoto, which produces superfine wools, to distribute cashmere in Italy and Europe."

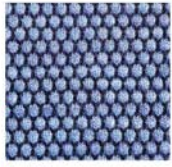
Tollegno 1900 will present finer counts for wool blended with silk and viscose, as well as "woolens," which is multicolored and able to adapt to rapid climate changes.

Premium yarn-maker Filippucci ended 2015 with a volume of 40 million euros, or about \$43.3 million at average exchange, up 10 percent from 2014. According to Filippucci vice president Federico Guadagni, the company set a record for orders placed in December and expects 2016 to follow the positive trend.

"The textile business will be challenging, not only because of the current political and economic standpoint, but also for the market itself," he said.

"At this moment, the labels are buying."

He said Filippucci works with brands including Vince and



At a Glance
Premise
— see 2109
Fortezza da Basso
Florence, Italy



Baratona Republic. In China, the firm was able to double its sales, an indicator for Guadagni that high-price clients are trying to differentiate their product from other labels using local yarn. "They cannot change the tag 'Made in China,' so they are trying to buy Italian yarn to make a difference with the fabric," he said. "This is for sure a trend that is going forward." Filippucci has been investing in special yarns such as cashmere blends for fall and silk blends for spring, which will also be shown at the fair. "We don't believe in cheap knitwear for spring," said Guadagni. "So...one of the trends for us is silk blends in fancy constructions." Spinster Zegna Baruffa Lane Borgogna will show novelties of its high-performance, extruded wool yarns that received the ICE by treatment, which offers more elasticity, breathability and crease resistance. "World's yarns change rapidly, causing concerns, but if the situation remains more or less the same, we are confident about a good 2016," said sales director Luciano Bardi. Lanificio dell'Olivo, run by sisters Maria and Chiara Taddei, felt the effects of the global terror attacks and the slowdown of the Chinese growth on business. They described the start of the new business year as "more prudent," but remain motivated for 2016. The firm will show textured yarns with scoured surfaces in vivid and saturated nuances, heavily inspired by tribal chic and folk style. Lanificio del'Olivo will also feature its sustainable "Going Green" project and show organic cotton yarns in a cleaner, more classic approach.



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