

Fashion. Beauty. Business.

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THE

BIG

EXCLUSIVE

DEMNA GVASALIA

tells all about his

BOLD & BOXY

men's debut at

BALENCIAGA

LESSONS FROM SILICON VALLEY

Fashion can learn a thing or two from the tech world's quirky culture.

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PARIS GETS READY

Designers prep and share inspirations for men's shows in the City of Light.

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UPS AND DOWNS

How the WWD Global Stock Tracker fared against the Dow and the S&P in the first half.

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REVEAL



US	\$9.99	JAPAN	¥1500
CANADA	\$13	CHINA	¥80
UK	£8	HONGKONG	HK\$100
EUROPE	€11	INDIA	₹800

the "Genovanversa viceversa" exhibition at the MOMU. I was a curator with Linda Loppa. She phoned me to announce Pitti Immagine ceo Raffaello Napoleone was coming to visit. She said she had some news of a revolution that he had in mind for Pitti Filati.

What's new for Pitti Filati in terms of trends?

In the Spazio Ricerca, we will do it through a synthetic selective representation of five aspects that I believe are fundamental elements of the word Play: stage, glam, performance, playtime and sport. Each will be connected to a subtheme: mime-shadow, rock-diva, bizarre-surreal, doll-Lego-PlayStation and body-soul. Each mood will be narrated by a visionary tactile encyclopedia where, from the sweaters to the walls to the mannequins and supports themselves, visitors can touch and discover everything.

Your career has been very diverse (designer, art director, stylist). How did you start?

At the age of 14, I collected all kinds of garments from the people I knew in my hometown, Ales, Sardinia, turning them into something new. I was finally discovered by the owner of a shop in

"Color and fiber are the DNA of a collection."

Angelo Figus, Pitti Filati

Cagliari and Porto Cervo. They were so passionate about my work that they started to sell my clothing under the counter to Annie Lennox, Jazzie B, Simply Red and David Bowie.

Who are some of your other past clients?

I have been involved in art-direction projects and designing collections for clients including Coca-Cola and Marks & Spencer.

When I launched my collection in Paris in 2000, I started also an intense collaboration with the Opera of Amsterdam as a costume designer and I got involved in art projects. Recently, I collaborated with the Missoni family, specifically with Angela and Luca for the exhibition "Missoni Art Colour" at London's Fashion and Textile Museum.

Do you feel you are an artist or a designer?

I eventually was drawn closer to the world of art and that gave me the chance to work with artists like Jannis Kounellis and Ugo Rondinone. Since then, I have been working for many brands in Italy and abroad as fashion designer creative director, fashion consultant and stylist.

Would you say fashion trends begin with yarns?

Without a doubt, yes. Color and fiber are the DNA of a collection. Trends start from yarn.

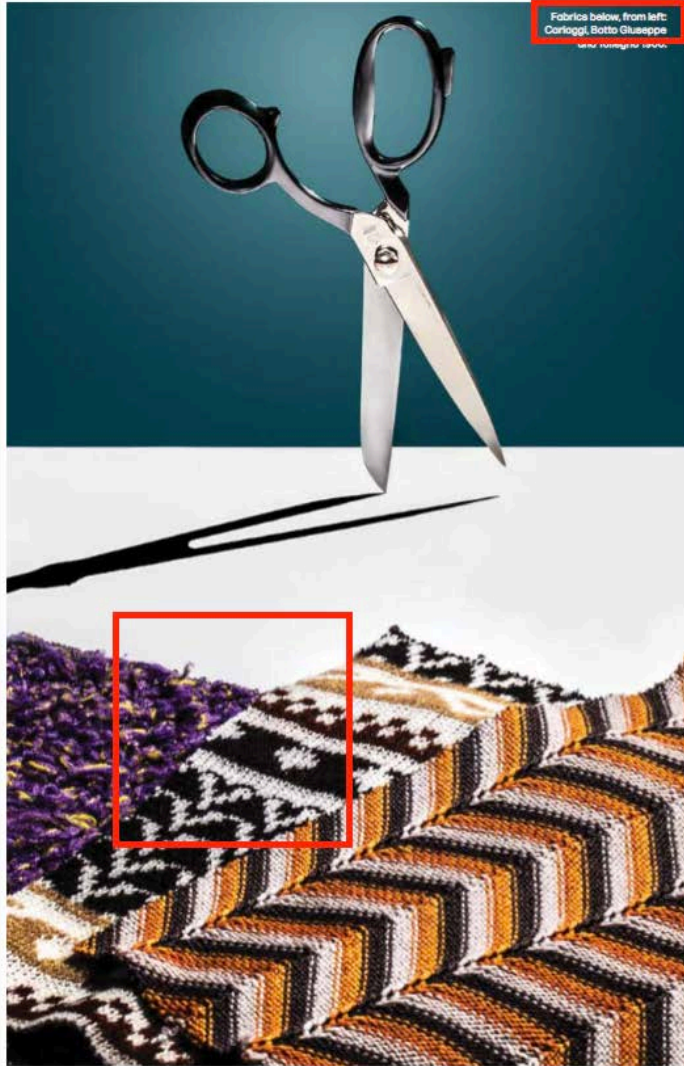
What is the purpose of special sections at Pitti Filati like Play?

The focus is on the material and to push ourselves beyond technical and aesthetic confines.

What are the trends for Pitti Filati? Are they more sustainable than ever?

Trends are becoming more human and intimate, they are more and more connected with the destination of use and the performance of the garment and the sensation they provide.

We are definitely going straight to a new sustainable world in terms of economy and aesthetics. ■



Fabrics below, from left: Carlioggi, Botto Giuseppe

A Note of Caution

Uncertainty in the U.S. and other markets has fueled some tension in the yarn industry.

By SOFIA CELESTE

Turmoil among U.S. retailers has raised concerns for Italian yarn-makers as they prepare for the three-day Pitti Filati fair, which begins June 29 at Florence's Fortezza da Basso.

The current year has seen the bankruptcy of Aéropostale and an ebb in revenue growth of major mall retailers like Abercrombie & Fitch and Gap Inc.

"We started the year strong, but we have seen a slowdown in orders in the past two months," said Federico Gualtieri, vice president of Filpucci, noting revenues rose 4 percent in the first quarter of 2016 versus the same period a year ago.

Gualtieri said the retail phenomenon unfolding in the U.S. is indicative of a burgeoning ►

global trend: Stores are closing as consumers increasingly shop online. The restructuring of major American firms signifies the dawn of a period of global uncertainty.

"Despite positive numbers, we are bracing ourselves for a retail slowdown from the high to low end," said Gualtieri, noting that the U.S. makes up about 40 percent of his sales.

"We started the year strong, but we have seen a slowdown in orders in the past two months."

Federico Gualtieri, Filpucci

Wool specialist Botto Giuseppe, based in Biella, Italy, said its revenues are in line with the first half of last year.

"Japan and South Korea are performing well, Europe less so. We believe that full-year sales will be in line with 2015," said ceo Silvio Botto Poala.

Quarterly data has not yet been released for the yarn industry, but a spending slowdown in major markets caused revenues of the Italian textile industry to drop 2.3 percent to 7.8 billion euros, or \$8.7 billion, in 2015.

Italian exports across the globe fell: textile exports to top trading partner China slipped 2 percent and shipments to Turkey slumped 6.7 percent, followed by the Czech Republic and Germany, with exports falling 12.3 percent and 16.5 percent, respectively.

For yarn-makers here, Russia, which has seen its economy gripped by low crude oil prices, remains a concern.

"There are like 10 factors. It is really difficult to say in this moment what will affect wool-makers," said Fabrizio Servente, global strategy adviser for Woolmark.

Raw-material prices, he added, will most likely not be a concern. Australian Wool Innovation's monthly report showed that the emergence of new markets is eclipsing concerns regarding raw material prices.

"Wool prices are still rising, and when raw-material prices of wool rises, that means there is real demand for high-end wool yarns," Servente added.

Overall, this edition of Pitti Filati will showcase 140 brands, including 30 foreign names from the U.K., Japan, Turkey, Romania, Peru, France, Germany, New Zealand and South Africa. At the last edition, there were 5,200 buyers and visitors who attended, of which 2,800 were international.

Fall 2017 collections will focus on comfort, performance and sustainability.

With its Atelier Collection, Cariaggi will introduce Storm and Iglo, two lightweight cashmere blends enhanced by an innovative palette of warm colors and "mysterious" grays and blues.

In light of an overall uptick in performance wear, Tollegno 1900 will present its new line of performance yarn of extra-fine merino and cashmere, as well as technical blends with strong fibers such as Tencel, carbon and siliconized nylon.

Event highlights at Pitti Filati will include the Pitti Italics presentations, a special event at men's wear fair Pitti Uomo but being presented for the first time at the Filati expo, to bridge the gap between the two shows under the Pitti Immagine umbrella. The featured name at Pitti Filati will be a runway show by Sansovino 6, the brand founded by designer Edward Buchanan.

The Feel the Yarn competition for aspiring designers from some of the world's best fashion schools will also return. Promoting the image and creative potential of yarns manufactured by top Italian mills, the contest calls for young talents to create original knit garments. Twenty-six students selected from 13 prestigious fashion-design schools around the world, and 22 Italian mills will unfurl their collections for the fall 2017 season. ■



Swatches from Tollegno 1900.



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AND
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