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## Pitti Filati Firms Look to Virtual Presentations

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The role of virtual and digital, paper yarns and the importance of customized items in the yarn industry were among the defining features of the 80th edition of Pitti Filati, which took Florence for three days ended Jan. 27.

Organizers aim to increase international attendance at Pitti Filati and it seems the fair is going in the right direction: the first closing numbers of the January edition showed a 2.5 percent increase in the number of buyers, for a total of more than 4,350 visitors. Nonetheless, a focus on the single figures shows a fragmented patchwork: Russia was the best performing market, with an 87 percent increase; followed by Japan, up 23 percent; France, ahead up 8.5 percent, and Germany with a 6 percent gain. The U.K. and U.S. remained steady.

Regarding the U.S., Italian spinners are watching with interest the potential changes that may involve the yarn industry with the new administration, but they were upbeat. Silvio Botto Poala, Botto Giuseppe's chief executive officer, said, "It's true in the yarn industry there's much talk about a 'Trump effect,' but I don't believe the yarn industry will be affected."

Tollegno 1900 presented its new concept, "Customize Your Yarn." Thanks to a partnership with Shima Seiki