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Agencia, p. 12

THIS MAGIC MOMENT

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DIVING IN

ALESSANDRO SARTORI IS SET TO MAKE A SPLASH IN HIS FIRST RUNWAY SHOW AS THE NEW ARTISTIC DIRECTOR AT ERMENEGILDO ZEGNA.



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Yarn spinners showcasing their spring 2018 collections at the Pitti Filati fair are taking a tempered approach to the year ahead, as the Italian banking crisis and euro-dollar parity are likely to cause a crimp in spending.

The euro-dollar exchange rate is hovering at around \$1.05. In December, the euro dropped to its lowest levels since 2003 and analysts expect the dollar to strengthen further this year.

"This isn't good because we buy a lot in dollars," said Alessandro Bestagli, chief executive officer and president of Prato-based firm Lineafil. "At the same time, it is rewarding for customers from the U.S. who buy from us in dollars. But at the end of the day, sales generated in dollars are less than what we actually purchase as a company. We are cautious when it comes to making forecasts for 2017."

ISTAT, Italy's economic statistics office, said the international outlook for Italian companies continues to be defined by the solid growth of the American economy, the decline in international trade and rising oil prices.

"In Italy, positive signals are confirmed – new orders are increasing and consumer assessments indicate a widespread improvement," ISTAT said.

But uncertainty still dominates the business environment. Italian Prime Minister Matteo Renzi resigned last month, as the nation grapples with the bailout of its third-largest bank, Monte dei Paschi di Siena. The interim government under left-wing politician Paolo Gentiloni



By the Numbers

In the first half of 2016:



Exports of Italian yarns fell 2.5 percent to 1.22 billion euros, or \$1.36 billion, versus the same period a year ago.



Italian yarn imports rose 2 percent to 1.24 billion euros, or \$1.44 billion, compared to the same period a year earlier.



Exports of textile rose 0.8 percent to 2.87 billion euros, or \$2.86 billion, while apparel exports increased 0.2 percent to 11.3 billion euros, or \$12.7 billion.

SOURCE: SISTEMA MODA ITALIA AND ISTAT

has just begun to take shape and economists continue to fret that the banking crisis will

"There are a lot of uncertainties for 2017, aside from the banking crisis in Italy and elections in France and Germany, and many other tests like Brexit to determine whether or not Europe will continue in the same direction," said Botto Giuseppe ceo Silvio Botto Poala, citing the U.S., Italy, Asia, South Korea and Japan as among the best-performing markets for the brand.

"In addition, Donald Trump said he would implement fiscal measures and lower taxes to boost public spending," Botto Poala said. "Let's hope he maintains the promises he made during the campaign."

Final data for the yarn industry's performance in 2016 has not yet been released, but economic reports show that sales in the Italian yarn sector have been on a steady decline since 2011, dropping to 2.92 billion euros, or \$3.06 billion at current exchange, in 2015 from 3.38 billion euros, or \$3.54 billion, in 2011.

Exports have followed, dipping to 871 million euros, or \$925 million, in 2015 from 996 million euros, or \$1.05 billion in 2011.

The fair will unfold under the aegis of a passenger-voyager theme that will be divided into subthemes like "the walk," "the trout," "the anywhere," "the rich" and "the game." The anywhere, for example, will feature threads that transcend the seasons, while the game sector will showcase activewear yarns, highlighting an uptick in European activewear products and brands.

Pitti Filati will feature an exhibition and research project under the artistic direction of



CUSTOMIZE YOUR YARN

Tollegno 1900

from an idea by:
TOLLEGNO 1900 SpA
SHIMA SEIKI ITALIA SpA
PANTONE®
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FIRENZE 25-27 GENNAIO 2017
STAND I/4-6 CENTRAL GROUND FLOOR

TOLLEGNO1900.IT

fashion designer Angelo Ficus and knitwear expert Nicola Müller. The new spring collection will be dedicated to the concept of movement and functionality, Ficus explained. Overall, collections will reflect the spirit of necessity and adapting to every situation.

"Surprisingly, there will also be a lot of artificial materials that appear natural but are actually

viscose and ways to make it more luminous and shimmering. The company credits itself as one of the first makers of viscose yarn, which is derived from tree cellulose from plants like soy, bamboo and sugar cane. Lineaplù said it continues to work on other cellulose-based products such as Cupro, which breathes like cotton and looks like rayon.

Versatility will be the key for Biella-based

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Silvio Dotto Paoletti Dot to Giuseppe

made of polyamide materials because you need to wash and dry it in a hurry to adapt to the growing need to travel – and to adapt to changing weather patterns," Ficus said.

Top firms such as Cariaggi, Filpauci, Tollegno 1900, Lanificio dell' Olivo and Safil have continued producing yarns under the "artisanal" and "eco" ethos for several seasons.

As global warming and more weather-transcendent jet-setting persists, mills continue to focus on seasonless, year-round materials and intricate blends that combine natural materials with technical fibers.

Lineaplù, for example, said it's focusing on

Tollegno 1900, which will unveil its "24hoursworkandleisure" collection of easy-care performance lines that bear the same characteristics as merino wool but are also antibacterial, hypoallergenic, elastic, temperature-controlled and are mixed with carbon, Tencel and nylon.

In the same vein, luxury firm Cariaggi has developed an exclusive yarn made of 60 percent cashmere, 25 percent silk and 15 percent Lurex metallic, mixed with micro-sequins that the company says are the smallest on the market.

Elsewhere at the fair, Pitti Imagine's Fashion at Work section is dedicated to innovation in such facets of manufacturing as style consulting,



Toskano Mori's Heather gray knit.

stitch and prototype development and printing. Companies showing here include ArteViva, Fiona Colquhoun, StudioZero, The Collectors, Made Information, Shima Seiki Italia, Moda Futuribile, Dicart, Marra and Sophie Steller.

As Pitti Imagine's digital fair continues to develop, collections from Pitti Filati 80 will be online on e-Pitti's info-commerce from Feb. 2 to April 23.

Pitti Imagine expects 110 brands to show, of which 19 are foreign, hailing from the U.K., Japan, Romania, Peru, Germany, Republic of South Africa, Turkey, Switzerland and New Zealand. ■



Botto Giuseppe

presents



A NEW COLLECTION TOTALLY SUSTAINABLE, ETHICAL & RIGOROUSLY NATURAL

We believe in the need to safeguard the environment and the importance of sustainability, both in the choice of raw materials and in the various phases of industrial production. For these reasons we've developed **NATURALIS FIBRA** a new project, a single container for a range of yarns united by the common denominator of natural purity and respect for the environment. All of the wool comes from sheep that **have not been subjected to mulesing**, reared by the Australian company Congi, specialised exclusively in producing superfine wools and with which Botto Giuseppe has signed an exclusive contract precisely because it shares the same corporate philosophy. The dyes used for these wools are the product of an exceptionally strict selection process conducted by Cradle to Cradle to guarantee yarns that are totally sustainable, ethical and rigorously natural.



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