

Alessandra Praudi  
Bespoke Press Relations



The Leading Magazine for Hosiery & Knit

- MAGAZINE
- LATEST
- FLAT KNITTING
- CIRCULAR KNITTING
- WARP KNITTING
- HOSIERY KNITTING
- FIBRES & YARNS

Alessandra Praudi  
Bespoke Press Relations

KNITTING TRADE JOURNAL online

**Pitti Filati finds the space between the physical and the virtual**

Published: 03 August 2018



Florence - As Italian visitors returned in increased numbers, *Angela Cavalca* reports from Pitti Filati where natural fibres, lightness, volumes and structures, and multi-material effects, suggest a creative use of yarns and colours for the upcoming season.

The trade show organizers and global buyers expressed satisfaction about the last edition of Pitti Filati in Florence, where international mills presented the new Autumn/Winter 2019-20 yarn collections.

The final figures showed a total number of almost 5,500 buyers (+2% compared to last year), with around 2,900 international visitors and a great surprise with the number of Italian buyers, which, after decreasing for two editions, recorded a growth of +5%. In the ranking of the top 15 foreign countries, the United Kingdom confirmed its pool position, followed by Germany, United States, France, Japan, Turkey, Russia, China, Spain, the Netherlands, Switzerland, Hong Kong, Sweden, South Korea and Belgium. "The huge amount of work dedicated to research and the strong investment in innovation by our companies brought significant results at this edition," said Raffaello Napoleone, CEO of Pitti Immagine, "this was demonstrated by the presence at the Fortezza of a public of designers, style bureaus and members of the trade sector: an ever more qualified target from whom we are collecting enthusiastic feedback".

## Alessandra Praudi Bespoke Press Relations

Elisa Sangalli, Designer Developer for Louis Vuitton in France declared to the organization: "Pitti Filati is a fundamental date in our diary. At this edition, I saw interesting new arrivals, especially from smaller companies. It was very useful to visit Fashion at Work and take a close look at the Spazio Ricerca, to discover the new trends and the use of colour. I also found the collaboration with Lineapelle very interesting."

Actually, a new entry at this edition was the participation of the leather trade show Lineapelle with a stand to promote the excellence of its exhibitors and their creative abilities. For this year's edition of the competition Feel the Yarn, 26 international young students interpreted the theme "Hybridization" developed by curator Ornella Bignami realizing their outfits with interesting creative and technical solutions. A qualified jury assigned the award to Margot Vaaderpass from the Royal College of Art, allowing the designer to continue her studies. Two other selected students received educational placements at two different companies.

Pitti Filati also launched a special project in collaboration with Modateca Deanna that will celebrate Italian excellence in knitwear through the extraordinary archives of Miss Deanna, the historic knitwear manufacturer that, since the 1970s, has collaborated with the biggest international designers. This edition's protagonists were the knitwear collections of Marina Spadafora.

### **Trends**

Visiting the Spazio Ricerca at Pitti Filati it is always a valuable opportunity to find a variety of inspirations to start the new season's collections. "WWW" was the theme for this edition under the artistic direction of fashion designer Angelo Figus and knitwear expert Nicola Miller, the layout conceived by Alessandro Moradei. The new trends look at the generation of digital natives, inquiring on the link between the physical and virtual dimension in aspects of living on and off-line. It is a hybrid vision between tangible and immaterial, but also a reference to a new type of 3.0 spirituality. The digital world needs the physical one and vice versa. On the web, there are no taboos, communication is instant and global, symbols are increasingly important, time and space intersect without continuity solution as in videogames.

Everything is constantly evolving and from this inspirational starting point, the wide range of displayed knits celebrated the important research of the spinners in the construction of new yarns, almost as architectural projects, working on hybridization and overlapping using technologies. Natural fibers, lightness, volumes and structures, multi-material effects suggest a creative use of yarns and colours to the fashion world. As the demand is increasingly on customized products, the mills work very close with their customers and the availability of wide stock service colours is a great support for the manufacturers. Beyond improving service and quick response, the commitment of the spinners towards sustainability is today almost unavoidable. Brands buying at Pitti Filati are definitely requiring from the companies to be partner in the social and environmental accomplishment. It was on this occasion also possible for some spinners to explain and comfort buyers on the sourcing for their mohair yarns, after the recent documentation published on internet by Peta association on South African farmers using cruelty methods with their goats.

### **Yarns**

The world of the new yarns is more about colours and textures, comfort and sensations. The natural trend continues to be dominant with the special integration of technical and performing yarns and treatments. The sustainable approach is widely growing inside the mill's values and influence the future production processes.

## Alessandra Praudi Bespoke Press Relations

**Zegna Baruffa Lane Borgosesia** presented the 2017 Sustainability Report with a document that details the impact of the actions already implemented in relation to the principles of social and environmental sustainability, while at the same time defining short and long term future objectives.

Through this initiative, which adopts obligations envisaged in the future only for listed and similar companies, the company aims to target the highest level of commitment and transparency on issues that general consensus today considers inescapable, on a par with the most attentive international fashion brands. Starting from colour families, the company's collections go through structures and 3D effects of the Cashwool, performing technical Merino wools, silk and wool blends, used and denim aspects with printed yarns for the younger market, extremely fine micron yarns and blends with the special H2dry treatment for second skin knitwear.

The new winter collection of **Manifattura Sesia** focused on the eclecticism of fancy patterns and shiny colours in the wools with a special accent on mohair blends and multicolour mouliné shades and outlooks. The classics have been interpreted with shine and metallic aspect with sequins and Lurex are developed in longhaired fur aspects. The Merino wools are all certified "no mulesing" and the mohair yarn has been purchased at companies that respect the sustainable guidelines of their entire production. An innovative non-shrinking treatment has been used for the new Bio-Merino group that avoids the employment of chlorine.

High performance and comfort are enhanced by the new Harmony 4.0 Extrafine Merino wool collection of **Tollegno 1900** for the creation of sporty garments introducing four treatments in one yarn for total easy care, water repellent, crease-resistant and hyper elastic knitwear. A particular attention has been placed on the colour card with 165 shades and new fluo colours, which can also be found in the home yarn collection that the mill is developing.

**Botto Giuseppe** from the Biella district has its roots in traditional production methods, developing new solutions and seeking out the most reliable partners. The Naturalis Fibra cashmere yarns come from selected farms in Asia and Australia and most of them are processed in the Cascami e Seta factory in Tarcento in the province of Udine, which has been in the family since 1985. On one hand, the new yarns as the Cashmere/Wool tweed Dunmore are very soft; on the other hand, they become coarser and elastic following the athleisure trend.

Innovations could be seen at **Lanificio dell'Olivo**, starting from the new concept of the booth highlighting outstanding avatars displaying knits created with the new yarns. The mill introduced a new interpretation of the noble cashmere fibre, offering uniqueness when mixed with others and transforming into a light precious fancy yarn. This group of yarns assembles cashmere, baby alpaca, cotton and extra-fine wool to create great experiential benefits.

**Todd & Duncan** seized the opportunity to present the launch of the new website highlighting the company and the new winter collection. For next season, the mill developed 21 new colours and realized the versatile soft yarn Corrie, 67% Lambswool 33% Cashmere, an alternative to pure Cashmere or Wool to be worked on mid gauges with 62 stock service colours. The new Lamaine Marls, in 2ply twisted 100% Lambswool, with the possibility to customize your own colour combinations with 72 shades on the colour card and suggesting 15 different combinations for this season.

'Creative joy' was the starting point for the inspiration of **Cariaggi's** collection, which is based on tactile and visual emotions, getting down to essentials, the natural mix of the animal and plant world. The new pure cashmere yarns have an irregular aspect and are especially soft as the carded Moss, a button yarn with contrasting colours realized with the best Mongolian fibres.