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Italian Yarn Makers Bank on Quality for Pitti Filati – WWD

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Italian Yarn Makers Head to Pitti Filati With Confidence

The increasing cost of raw fibers, currency fluctuations and U.S. import tariffs won't stop spinners' positive approach to the textile trade show.

By [Sandra Solibian](#) on June 27, 2018

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MILAN — For the 83rd edition of **Pitti Filati**, yarn makers are banking on the quality and innovation of their products to trump international difficulties.

The wave of cautious positivity that began in January is expected to find confirmation in the upcoming edition of the three-day textile trade show, which opens today in Florence to showcase the fall 2019 collections of 129 spinners.

Lincoln Germanetti, chief executive officer of Tollegno Holding — comprising Tollegno 1900 SpA and Manifattura di Valduggia SpA believes “the value of our work and the quality of our products and service, which clients know and appreciate,” will help fend off duties on exports and currency fluctuations.

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Based in Cagli, in [Italy's](#) Marche region, [Cariaggi](#) totaled 88 million euros in sales last year. The spinner's managing director [Cristiana Cariaggi](#) is upbeat for the performance in the first quarter of 2018 and expects "interest, attention and an increasing attendance of Italian buyers, too," at the upcoming edition of Pitti Filati.

In January, the fair drew 4,350 buyers, 1,800 of whom were from abroad. The number of international buyers was up 1 percent while Italian visitors were down 2 percent compared to Pitti Filati's January edition in 2017. In particular, buyers coming from France, the U.S. and Switzerland were up 5 percent, 18.5 percent and 10 percent, respectively.

For this edition, [Botto Giuseppe's](#) chief executive officer [Silvio Botto Poala](#) expects a high attendance from Japanese and German buyers, in addition to American and French ones.

Nevertheless, contrary to his fellow yarn makers, Botto Poala sports a more cautious approach regarding the increasing cost of fibers, underscoring this will be "an essential point of discussion and we will see in the next three months how clients will react to this."

"The dollar rate is now stronger, but by the end of the year this could be weak again, we can't know it for sure. Europe is living a moment of uncertainty and our economy has not registered an increase as the American one, plus the addition of fiscal measures as duties is not helping the overall economic and currency stability."

Botto Giuseppe will once again focus on sustainability, expanding its [Naturalis Fibra](#) collection that is produced in the company's Tarcento plant featuring solar panels and hydroelectric power.

Overall, the spinner's offering will include noble fibers such as cashmere and wool crafted in lightweight yarns and embellished by shimmering details as micro-sequins and Lurex elements.

Flanking the trade show hosted at the 215,278-square-foot Fortezza da Basso venue, Hong Kong-based UPW will showcase its fall 2019 yarn collection in the Aria art gallery, housed in the Giardino Rosselli del Turco tropical garden, in central Florence.

"Business is very good at the moment, as customers seek to increase the amount of yarns that they buy for fall, after a few seasons of being more cautious," said the company's creative