

# WWD

FASHION / TEXTILES

## Shimmering Yarns Reflect Textile Houses' Bright Momentum at Pitti Filati

For many Italian spinners, 2018 kicked off on a high note, boosted by exportations that overall grew 5.5 percent in the first quarter.

By [Sandra Solibian](#) on July 6, 2018

---

## Alessandra Praudi Bespoke Press Relations

Sustainability remains at the core of [Botto Giuseppe](#)'s strategy, too. The company expanded its Naturalis Fibra collection produced in its Tarcento plant featuring solar panels and hydroelectric power by adding the Flair Cashmere offering to the Cradle to Cradle certified range of Slowool and Fairwool yarns.

In addition, the spinner's collection included featherweight soft yarns such as Alba Soft and Big Soft, along with cashmere and the extra-fine wool options Sparkle and Frozen, respectively, that were embellished with micro-sequins and Lurex elements for added shimmer.

Botto Giuseppe's ceo [Silvio Botto Poala](#) expects to close the year with an increase of 8 percent to 10 percent compared to 2017. The executive said international markets are driving growth, as export accounts for 65 percent of the company's sales. Along with Italy and the U.S., the Far East is the best-performing market, with Japan, South Korea and China increasing their orders and "developing really quickly."

While not exhibiting at Fortezza da Basso but in an art gallery in central Florence, [Hong Kong-based UPW](#) presented a wide lineup ranging from soft and airy textiles to chunkier and more textured ones, "influenced by raw nature, with our 'Planet Earth' color story mixing cooler icy colors inspired by polar landscapes with earthy tones of teal-blues and green," explained the company's creative director, [Stephen Trigg](#).

Another part of the collection combined rich and decorative colors as "we explore how cultures influence one another," while, in general, Trigg noted that, unlike the past few seasons, which have been all about finer counts, "we are seeing an interest in more midgauge yarns. The newness in that segment is that they need to be light and comfortable to fit in with our lifestyles."