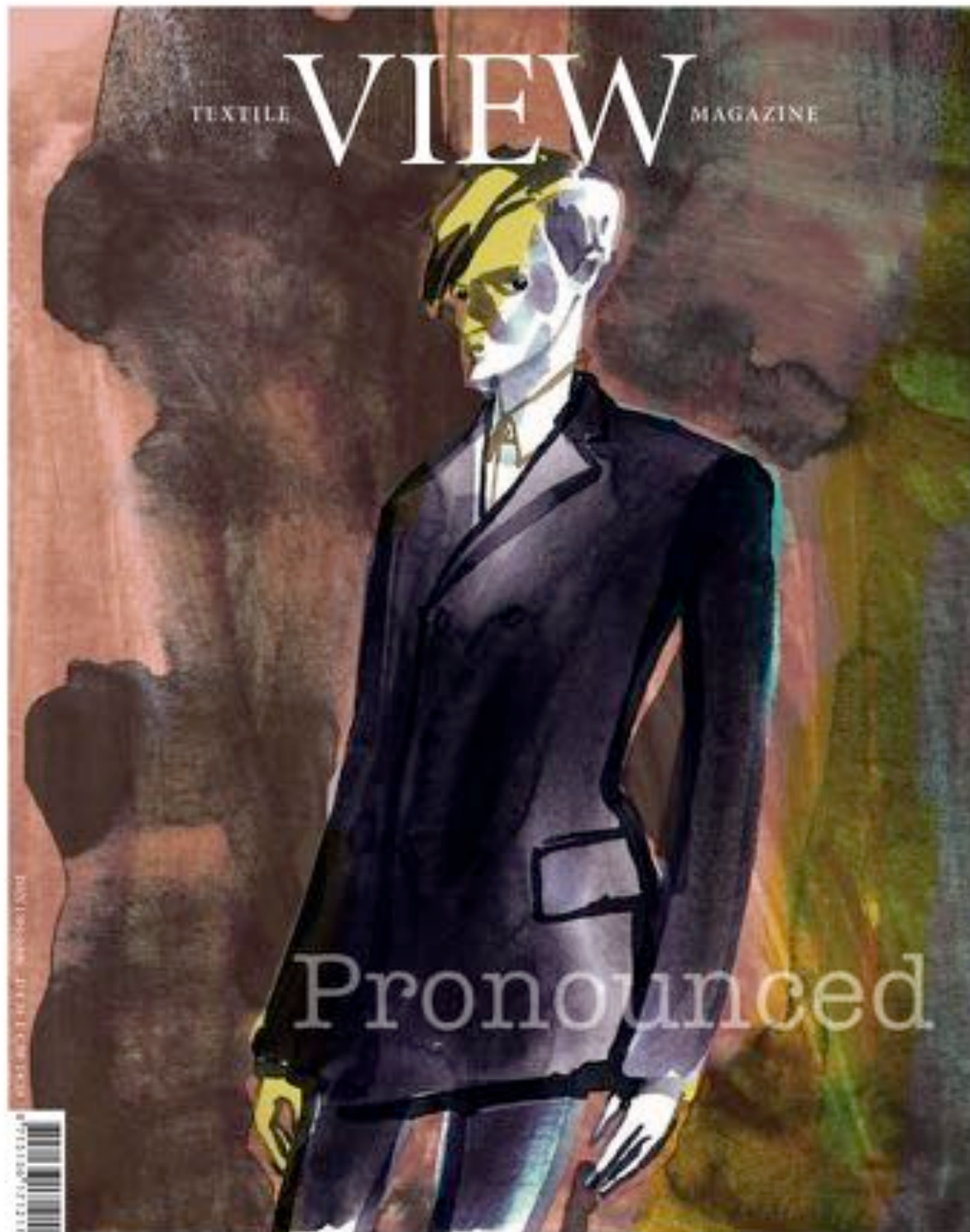


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**ISSUE 122**

**Season in review**  
*Autumn/winter 18-19*

**Season in focus**  
*Spring/summer 2019*

**Forward view**  
*Autumn/winter 19-20*  
*Spring/summer 2020*

## Fibres and fabrics

Are you ready for the new round of A/W 18/19 trade shows? 2017 saw a lot of calendar movement triggered by Milano Unica's move forward from September to July 2017.

This proved more successful than expected and this year's show is expected to attract not only more men's but also womenswear exhibitors. The knock-on effect for Première Vision has yet to be seen and it is still recognized as THE womenswear event especially when it comes to attracting foreign visitors from the USA and China.

It was also interesting to see that in the last round of trade shows the local events such as VIEW premium and MFS in Munich and the London Textile Show were as strong as ever. In fact attendance is even increasing. For the July show in London there will be around 500 exhibitors, up from 475 at the previous December show, which attracted 5790 visitors. 98% of exhibitors come from Europe and Turkey and there's a waitlist of over 20 companies.



The London Textile Fair

The organisers of VIEW report a slight but steady increase in the number of visitors, while the number of collections on show increased from 200 to over 300 due to further top-notch German agencies joining the event. The 44th Munich Fabric Start with its 950 exhibitors from 40 countries, registered a 1.25% growth in

visitor attendance with a total of 20,350 international trade visitors. Continued small increases are anticipated for the for the upcoming VIEW Premium Selection on 17 and 18 July and Munich Fabric Start, 4 to 6 September 2018, where a record 1000 exhibitors are expected. All well and good but the whole purpose of trade shows continues to be under discussion. All exhibitors agree that the sometimes large investment made by them to attend shows is not just to firm up on orders or sampling with existing customers, which they can see as much as four to six times in a single season but to make fresh contacts and find new customers.

But who are these new customers and do they come to trade shows? Of course there are new markets in developing countries to explore, but China, for example is already pretty well developed. No, the new source of customers lies with the starters, the up and coming designers and manufacturers. These are the future and fabric manufacturers need to forget their concerns over MOQ (minimum order quantities) and financial security and start servicing them.

The future is small – smaller orders, smaller quantities – but not without profit if companies gear themselves up to invest in sampling and smaller output machinery and organise quick response departments. Première Vision has recognised this and companies prepared to follow small orders are clearly marked out at the exhibition and in the show catalogue. Perhaps, too, this desire to meet new customers will give new meaning to efforts being made by both Milano Unica and Première Vision to launch digital, all year trading platforms in addition to their existing, information sites.

### Yarn news S/S 2019 and A/W 19/20

**Sustainability in Yarns** At this S/S 2019 yarn fairs (Pitti Filati, Filo and Première Vision Yarns), Sustainability was the most talked of subject, with spinners reporting customers are increasingly asking for

more sustainable and responsibly made yarns. But the route to sustainability is complex - mills are making important decisions about their production in many different ways.

Many, such as Italian spinner **Pinori Filati**, are looking at the issue by following the objectives of the 'sustainability Protocol' for chemical management for the supply chain players, to reduce the use of hazardous chemical within the production process, aimed to achieve traceable and measurable results. There is also a growing demand for yarns made with recycled fibres. Pinori Filati for instance includes yarns made from recycled used denim jeans as well as yarns generated from recycled polyester from plastic bottles.

Viscose specialist spinner **Filpucci** also has a policy of chemical management following the 4sustainability Protocol, to increase the level of sustainability of their yarns, and to inform their customers. The company is also introducing more natural fibres such as cotton and linen, and creating high performing hybrids with cellulosic fibres Tencel and cupro (which can be seen as a recycled fibre as it is made from the waste from cotton spinning) and some other recycled elements.

The company is the latest member of **Cupro's** "Responsible Innovation Collection", launched at Pitti Filati in January 2018. This collection represents a new level of smart innovation linked to responsible, eco-centric production. It uses the best high-tech, natural-based materials, such as Cupro, combined with Filpucci's dyeing and finishing expertise. The range includes eight new yarn styles, two of which are made in Cupro: CERA: Gauge 14/18, 100% Cupro, a fine, silky look for knits that are clean, light and fresh with smoothness and a precious sparkling effect; and GRACE: Gauge 14, 88% Cupro/12% Elite Polyester with a subtle tactility, which comes from Cupro combined with a light stretch. Knits are soft, fluid, responsive and lustrous.

**Lineaplù** put on a display of 'Knit Art' at Pitti Filati, drawing attention to



*Cotton for life from Filmar*

sustainability issues, made with recycled cotton, organic cotton, linen and Tencel. Lineapilò offers viscose yarns which look and behave like silk, also in a grainy crêpe version, as well as cupro yarns which are also mixed with viscose with a more technical touch.

**Botto Giuseppe**, specialist in high quality luxury yarns in natural luxury fibres in its 'Naturali Fibra' range, is spinning organic linen and schappe silk, as well as a new extra light silk gauze yarn and fancy yarns including cotton and silk in light boucles, and new combinations of linen with other natural fibres. All yarns are manufactured in its Tarcento factory which operates solely on sustainable energy - hydroelectric dam generated energy and solar energy from photovoltaic panels.

**Biella Yarn**, part of the Sudvoite Group, based its collection around the theme 'man & nature', using natural fibres, wool, cotton, linen and hemp and giving them greater performance. Blends at Biella Yarn include natural looks of merino wool with linen and hemp, and a new viscose microfibre/Tencel combined with wool. Cotton spinner **Filmar** has organic ELS (extra long staple) cotton fibre. Which has a special gold label. Filmar has been investing in the project **GOTTONFORLIFE** to support and protect the growing of organic cotton in Egypt. The scope of the project is being enlarged to also include the growing of BCI cotton (Better Cotton Initiative). The

project trains farmers and young people in the growing of cotton and provides motivation for them to grow the finest of cotton fibres.

What's more, **COTTONFORLIFE** is being scaled up to a National Project through the United Nations Industrial Development Organization (UNIDO) with the financial support of the Italian Agency for Development Cooperation. UNIDO, Filmar and national stakeholders will partner to develop transparency, traceability and sustainability in Egyptian cotton production and industrial processing to respond to new consumer requirements.

The activities will be carried out in coordination with the Cotton Egypt Association (CEA), which has recently announced that Egypt is on a mission to Rebrand Its Cotton as an "Even More Superior Fibre" and has unveiled a new brand identity and digital platform to re-enforce Egyptian Cotton's quality standing in the world.

Cotton specialist **lafil** has a high quality collection, characteristically clean, sophisticated and fashionable. Cotton yarns are mostly made from South American supima cotton, but lafil is now introducing new qualities such as Egyptian Giza 45 and 87, Sea Island cotton and Indian Savin cotton. Important at lafil is its Piramfil stock service, a highly exclusive service designed to satisfy current high demand to immediate delivery for production and sampling.

## Expanding environmental production

Environmental issues, which the company regards as a 'matter of principal and conscious obligation', are at the corner stone of **Cariaggi's** new premises covering 15,000 sq mts close to the company's original headquarters in Cagliari. The new premises include a warehouse for storing raw materials on the ground floor that covers 2,600 sq mts, while the first floor is set aside for colour research laboratories, quality control and sampling covering 2,400 sq mts.



*Cariaggi's new premises*

The building was designed to be energy efficient thanks to its high insulation materials, ventilated façade and high performance fixtures with double-glazing. The systems work at low temperature and can vacuum dust suspension through floor ducts; in addition, there is a system capable of collecting rainwater, which is subsequently used in production cycles. To guarantee maximum working comfort, the company also focused on architectural details such as large windows offering an all-round panorama of the surrounding Apennine countryside and a roof garden.



*Cariaggi*

**Recycling products** Spinner **Marchi & Fildi**, which makes cotton based yarns, launched its Ecotec yarns just a year ago, and has been expanding the range. Ecotec yarns are made with recycled cotton waste, mixed with virgin cotton fibre. This process is traceable and certified, transforming pre-dyed textile clippings into a 100% cotton yarn with savings in water and energy consumption. The waste is mixed with cotton, and made into a variety of blends, also with modal