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Italian Spinners Focus on Service and Sustainability to Navigate Difficulties

The price of raw materials, the unstable situation between the U.S. and China, export duties and post-Brexit effects concern yarn makers headed to Pitti Filati.

By [Sandra Salibian](#) on January 23, 2019




 Pitti Filati.
Courtesy Photo

MILAN — Quality, service and sustainability are the key ingredients Italian **yarn** makers are banking on to overcome international difficulties and serving at the 84th edition of **Pitti Filati**, opening today.

The Florence-based, three-day textile trade show will count 119 exhibitors, 14 of which come from abroad, showcasing their spring 2020 collections over a 215,278-square-foot surface at the Fortezza da Basso venue.

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organic cotton, hemp and viscose fibers. The digital trend informs the color palette, as yarns undergo metallic and satin treatments in violet and iridescent hues.

In addition, starting from this season, Lanificio dell'Olivo will expand the number of yarns and colors available in stock to enhance the service offered to their clients and speed up deliveries.

"Clients are increasingly looking for a top service, and we're doing our best to meet their expectations," said Campana, underscoring that product-wise "we feel the urge to offer creativity and uniqueness, but also to develop a product that is reliable in its simplicity: In this moment nobody can afford to make mistakes."

Botto Giuseppe's chief executive officer [Silvio Botto Poala](#) also preached prudence for 2019 due to "a European economic slowdown, the war of export duties, post-Brexit effects and the new European parliament elections."

The company will continue to focus on sustainability, showcasing yarns obtained through traceable and transparent production, including its signature Naturalis Fibra collection and Slowsilk, a sustainable and cruelty-free Indian silk made in Botto Giuseppe's Tarcento, [Italy](#), plant by using renewable energy only and certified colorations with little environmental impact.

Along with sustainability, which "provides clients with an added value that goes beyond the look and design of a textile," Botto Poala identifies in the activewear the second macro-trend for the season, with waterproof, easy-care and stretch features enhancing the performance and wearability of each item.

Filpucci will also focus on sustainability presenting 15 new eco-yarns out of a collection of 50 offerings at Pitti Filati.

Innovations include the Haiku 4800 organic cotton; the Bionyco XL 2500 organic Mako cotton mixed with recycled polyamide fibers and the Tela 2500 mix of organic cotton and Lyocell, sporting a rough appearance that's ideal to make thick yet fresh knitwear.

Taking inspiration from the digital world, Filpucci's offering is also peppered with hybrids of natural and artificial fibers donning shantung effects, metallic spraying and semi-transparencies.

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