


FASHION / TEXTILES

## Innovation and Digitalization Inform Yarn Collections at Pitti Filati

Italian spinners were inspired by the digital world to elevate their service and collections, which featured blends of synthetic and natural fibers embellished with metallic, iridescent and plastic effects.

By [Sandra Salibian](#) on January 31, 2019




 Pitti Filati in Florence. Courtesy Photo

FLORENCE — A vibrant bustle animated the hallways of the Fortezza da Basso venue during the three-day trade show, which ended here on Jan. 25.

The 84th edition of the fair, which showcased [yarn](#) collections for the spring 2020 season, drew 4,300 buyers coming from 50 countries, registering a performance in sync with last year's

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A **yarn** presented during Pitti Filati. Courtesy Photo

At **Botto Giuseppe**, the influence of the digital world permeated the color palette, as the yarn collection featured fresh, futuristic and almost plastic hues. Melange tones were also introduced for the first time in the company's sustainable and cruelty-free Slowsilk line.


In addition, the spinner developed blends such as the Destiny yarn mixing cashmere, silk and linen and the Mango option made half with linen and half with silk, as well as expanding its signature Naturalis Fibra yarn collection. This is the emblem of Botto Giuseppe's longtime commitment to sustainability as it is sourced from selected, sustainable farms in Asia and Australia and processed in the mills' Tarcento, **Italy**, plant by using renewable energy only and certified dyes with little environmental impact.

"Fashion is one of the industries that produces the highest rate of pollution after electricity, heating, agriculture and transportation," said Botto Giuseppe's chief executive officer Silvio Botto Poala. "We need to take responsibility at every step of the chain [of our industry] and transform the system to include the principles of sustainable and ethical fashion."


**Tollegno 1900** promoted a similar eco-friendly approach taking the digital-theme literally and installing in its booth a high-tech workstation to show how the company's new Virtual Yarn project operates.

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