



VISTI A PITTI FILATI B4

# CONSCIOUS TEXTILE

L'intreccio di diversità e culture accelera la trasformazione di gusti e costumi. Maturano nuovi stili di vita e messaggi fashion multiformi. Si va alla ricerca di un'eleganza easy, confortevole, globale. Trovare inediti codici moda per restare connessi a una realtà mutevole è l'impegno delle aziende italiane presenti a Pitti Filati: ecco una panoramica dei loro prodotti più innovativi visti al salone.



## ← BOTTO GIUSEPPE Seta Slowsilk

Nella gamma *Naturalis Fibra* trionfa la collezione *Seta Slowsilk* - the most ethical silk, ottenuta grazie a un'approfondita ricerca tecnica e progettuale che sfocia in un prodotto tracciabile, da materie prime prive di pesticidi, proposto con una cartella colori che va dalle tonalità pastello alle nuance del rosa acidulato, quasi fluorescenti, dal giallo definito al verde iperreaale. Ritornano i blu chiari che sfumano negli aranciati, dal cantalupo al mandarino, dal vermiglio al terracotta. Collezioni dall'anima sostenibile, mirate a offrire il lusso di materie prime pregiate e distintive.

## ↑ PINORI FILATI

Ricerca, qualità e identità rappresentano le motivazioni di base di ogni collezione e i fondamentali della cultura aziendale di Pinori Group. Filati sottili ed effetti cromatici reinventano le superfici all'insegna di nuovi concept, interpretando i più moderni stili della maglieria.

## → LORO PIANA

### Wish

Classico e informale, elegante e performante sono oggi, sempre più, concetti allineati. Obiettivo dei tessuti della collezione *Wish* è quello di accorciare le distanze e azzerare i contrasti dei materiali, armonizzando in un solo prodotto l'eleganza del classico e la funzionalità del contemporaneo, attraverso più di 100 colori, uniti e mélange, che lasciano spazio alla personalizzazione. La mano morbida e setosa lo rende ideale per la creazione di abiti formali, da indossare 12 mesi l'anno.



## ← TOLLEGGNO 1900 LANA GATTO Concorde

Se naturalezza e sostenibilità sono parte della filosofia di Lana Gatto, luxury e glamour sono espressione della sua anima fashion. Ne è un esempio *Concorde*, filato morbido ottenuto dall'ortica himalayana con la colorazione mélange originaria della fibra, ricavata dalla Wild-Growing Giant Himalayan Stinging Nettle Plant e raccolta tra i 1.800 e i 3.000 metri di altitudine. Il risultato è un prodotto unico, morbido al tatto e delicato sulla pelle, senza dimenticare la singolarità di essere tra i capofila di un tessile consapevole, alla base di un business in cui la sostenibilità diventa strategia.



## ↑ LANIFICIO DELL'OLIVO Special Bright


La cifra distintiva è l'alto tasso di creatività, unito alla forza della fantasia, per un filato che si fa sofisticato, metallico, materico. La palette colori va dal beige desertico con tocchi rosa shocking, fino ai blu indian contrapposti ai violacei profondi, ai fucsia, ai cantaloupe e ai turchesi. Un lusso discreto, sia nel quotidiano che nei giochi di luci e di ombre per la sera.

# Milano Unica Banks on Stretch Fabrics, Sustainability, Digital Services to Gain Traction

Despite rising prices for raw materials and market instability, the Italian textile industry closed 2018 with sales of 7.86 billion euros and exhibitors at the trade show were optimistic about future prospects.

By [Martino Carrera](#) on February 11, 2019



 The trend area at the 28th edition of textile trade show Milano Unica. Courtesy Photo.

**MILAN** — A breeze of cautious optimism ran through the hallways of the Milano-Rho fairgrounds during the 28th edition of the [Milano Unica](#) textile trade show, which closed here on Feb. 7.

The 467 exhibitors at the fair presented their collections for spring 2020 focusing on high-tech performance fabrics, sustainable innovations, as well as on the implementation of



LATEST GALLERIES

COLLECTIONS

clients, as well as on expanding its offering while trying to fix prices, despite “competition and the high cost of raw materials,” he said. In July, the company will present its fall 2020 collection through an unconventional project called “Six for Six” in which famous Biella natives will be asked to interpret a suit crafted from the company’s fabrics including a range of sustainably traceable products.

Traceability is also at the core of another storied textile company. Botto Giuseppe’s ceo Silvio Botto Poala said “clients are asking for traceable pipelines and increasingly mulesing-free wools sourced from sustainable farms.” In the latter category falls the firm’s Naturalis Fibra collection — now in its fifth season — which added the Slowool and Slowsilk ranges for spring.

**Botto Giuseppe Slowool mulesing free fabric.** Davide Maestri/Courtesy Photo

---

Superfine, 17-micron wools with crease-resistant, stain-repellent features were engineered with the Multicontrol Weather, fluorine-free technique and sourced from the Congi farm based in Australia’s New South Wales region; the Natural Born Cashmere collection, which avoids artificial compounds in the dyeing process, combined Botto Giuseppe’s eco-friendly ethos with the stylistic offer of natural hues.

The company posted revenues of 64 million euros in 2018, up 6 percent compared with the previous year. In 2018 alone, Botto Giuseppe invested 1 million euros in sustainable assets particularly banking on the efficiency of its plants located in Vallemosso and Tarcento, in the Piedmont and Friuli Venezia-Giulia regions, respectively, including a cogeneration system allowing for a 70 to 100 percent renewable energy production and reduction of carbon dioxide emissions by 20 to 30 percent. Proud of the company's green accomplishments, Botto Poala remarked that "despite its added value, sustainability is a cost, which is not always absorbed by clients," and cited U.S. customers as among the most appreciative ones.

Less dented by raw materials' soaring prices, cotton specialists are equally feeling the pressure coming from uneven sales performances in the shirting category, hit by the casualization of fashion trends.

"Clients are demanding high-end fabrics and innovation," mused Stefano Albini, president of Albini Group, parent company of the Albini 1876, Albini Donna, Thomas Mason and Albiate 1830 brands. The company, which already earmarks 3 million euros to 5 million euros annually in products' R&D, aims to expand its investments and allocate 5 million euros to infrastructures in each of the next three years.

Despite a suffering retail compartment, pivotal to the group's consistency on the market was its decision to expand the offering, which now includes the Everywear line of outerwear fabrics. According to Albini, the company's growth to 153 million euros in 2018, up 3 percent compared to a year before, was backed by the firm's ability to sense market shifts and provide exclusive designs, as well as its Albini Express stock service to demanding clients along with the resilience of top luxury players. Case in point, the company aims "to become itself guarantor of the quality and origin of raw materials," through its investment in traceable cotton fabrics. One such example can be seen in the [recently unveiled partnership with luxury behemoth Kering](#).

For its Albini 1876 brand the company explored three main themes for spring, offering classic stripes in dusty and pastel hues, neon colors and a range called Techno boosting thermoregulatory, water-repellent and UV protective, wrinkle-free, elasticized features.