

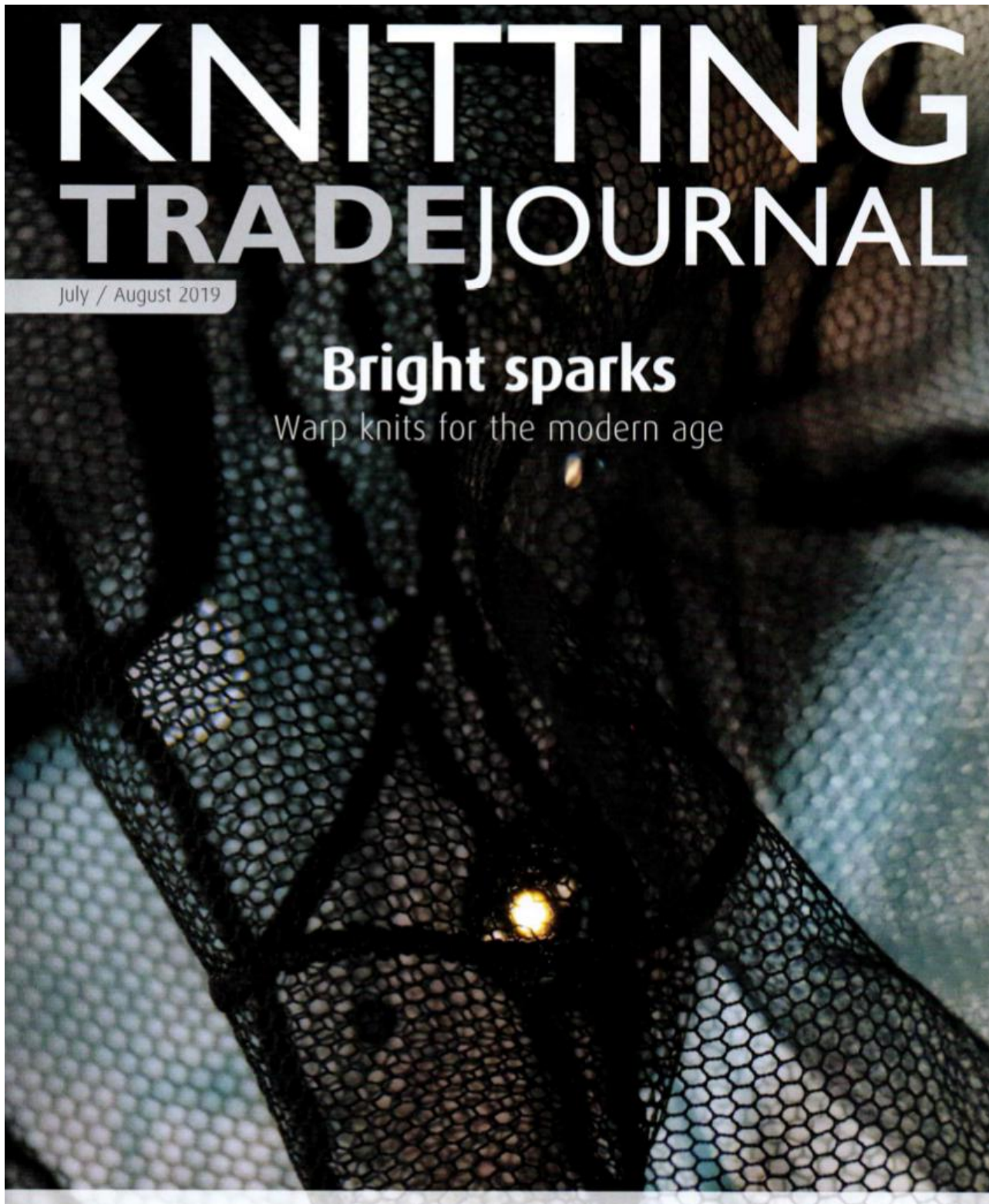
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KNITTING TRADEJOURNAL

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Bright sparks

Warp knits for the modern age



About heritage and towards the future

Angela Cavalca reports from Florence where the latest edition of the Pitti Filati yarn fair focused on the efforts of mills to develop a global sustainable approach in the production processes that do not exclude creative, innovative and smart design content.

The 85th edition of Pitti Filati welcomed 5,350 buyers visiting the 135 international brands presenting the new Autumn/Winter 2020-21 knitwear trends and yarn collections.

The number of foreign buyers was around 2,900, which confirmed the constant growth of the last three years, while the number of Italian buyers slightly decreased - around 5-6% - compared to June 2018.

With regard to the foreign markets, the best 15 performing countries were France followed by Germany, United Kingdom, United States, Japan, Russia, China, Spain, Turkey, Switzerland, Hong Kong, Netherlands, South Korea, Sweden and Belgium.

"According to the exhibitors, albeit a

sample group of the same, this edition exceeded expectations and was characterized by the importance of the Italian and foreign visitors as well as the very high level of research and experimentation contained in the collections presented, an incentive and a source of inspiration for all," said Raffaello Napoleone, CEO of Pitti Immagine. "At times of growth or in periods of readjustment for the market and consumption, such as this, Pitti Filati is truly the only unmissable rendezvous for the big names in fashion and the best knitting mills".

Collaboration

The fair continued its collaboration with Modateca Deanna, celebrating the excellence in Italian knitwear. This

included a presentation of Pour Toi collections, one of the most innovative knitwear brands of the 1980s, at the entrance of the Fortezza da Basso.

Elsewhere, thanks to its collaboration with Consorzio Promozione Filati and the best fashion schools in the world, this edition of the Feel the Yarn, competition, curated by Ornella Bignami, celebrated its tenth anniversary with a special evening event presenting the 27 selected students in the magnificent Florentine historical location of Serre Torrigiani.

Among the new initiatives was the special Sustainable area and the involvement of the luxury brand Salvatore Ferragamo with its Young Talents for Sustainable Thinking project. Following the special topic of this edition, Confindustria Toscana Nord,

Pitti Immagine Filati 85 Sustainability area.

